

THE CHRONICLE-NEWS

Proudly Serving Southeastern Colorado and Northeastern New Mexico

P.O. Box 763 • 132 N. Commercial St., Trinidad, Colorado 81082

719.846.3311 • Fax: 719.846.3612

news@trinidadchroniclenews.com

RETAIL

EFFECTIVE NOVEMBER 1, 2010

ADVERTISING

RATES & INFORMATION

LOCAL RETAIL RATES

\$9.84.....per column inch
\$12.50.....per column inch (full color)

CHURCH & NON PROFIT

Non Profit Rates Are Non-Commissionable

Local NP B&W.....\$6.90 per column inch
Local NP Color\$8.75 per column inch
National NP B&W.....\$8.11 per column inch
National NP Color\$10.00 per column inch

NATIONAL DISPLAY RATES

\$11.58per column inch
\$14.24.....per column inch (full color)

BANNER STRIPS (6 col. x 1")

w/full color \$15.00 per inch
\$135.00 Front Page of Paper
\$75.00 All Other Pages

FRONT PAGE ADS

\$25.00 per inch (text only)

INSERTS*

\$75.00per 1000

- Pre-printed inserts should be no larger than 8.5" x 11".
- There is a \$25.00 per 1,000 charge if they must be folded by The Chronicle-News.
- They must be delivered to the newspaper office by 5:00 P.M., 3 DAYS PRIOR to the run date.

For more information or to schedule an insert, call *Chronicle-News* office at 719-846-3311.

DISPLAY FREQUENCY DISCOUNTS & GUIDELINES

Retail Pickup Discounts

Run 1st Ad at Full Rate
Receive 2nd ad 30% Off
(Mon.-Thurs.) • Excluding Fridays

BUY 3 • GET 1 FREE!

	<i>Black & White</i>	<i>Color</i>
2x2	\$118.08.....	\$150.00
2x4	\$236.16.....	\$300.00
2x6	\$354.24.....	\$450.00

BUY 5 • GET 2 FREE!

	<i>Black & White</i>	<i>Color</i>
2x2	\$196.80.....	\$250.00
2x4	\$393.60.....	\$500.00
2x6	\$590.40.....	\$750.00

Ads must be 4 inches or greater to receive discount

DEADLINES

Space Reservation10:00 a.m., two days prior
Camera-Ready Ad10:00 a.m., one day prior



*Applicable New Mexico sales tax not included. See sales representative for more details.

ADVERTISING CONTACT INFORMATION

Office: 719-846-3311

Email: news@trinidadchroniclenews.com

MECHANICAL & MISCELLANEOUS INFORMATION

The Chronicle-News is a Macintosh-based news organization.

For advertising design and general layout, we use QuarkXpress and Adobe Photoshop. Copy can be sent over in Microsoft Office format. We currently run Office 2008 for Macs. We can accept electronic files via: E-Mail, CD-Rom, and ZIP-Disk. Preferred file format for graphics are TIF or PDF format.

MEASUREMENTS

The Chronicle-News is printed daily in a broad-sheet format.

Columns6

Column Width1.611 inches

Gutter1/8 inch

Page Width10.5 inches

Page Height.....21.5 inches

SUBSCRIPTION RATES*

HOME DELIVERY		LAS ANIMAS COUNTY MAIL		OUTSIDE COUNTY MAIL	
1 Month	\$6.00	1 Month	\$7.00	1 Month	\$8.00
3 Months	\$18.00	3 Months	\$21.00	3 Months	\$24.00
6 Months	\$36.00	6 Months	\$42.00	6 Months	\$48.00
12 Months	\$72.00	12 Months	\$84.00	12 Months	\$96.00

Online Subscriptions \$7.00 Monthly or \$3.00 for a Day Pass

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CLASSIFIED

EFFECTIVE NOVEMBER 1, 2010

RATES &

ADVERTISING

INFORMATION

CLASSIFIED DISPLAY ADVERTISING*

Classified Display Ads run on the Classified Page are

\$7.35.....per column inch

They run on the bottom of the classified pages

CLASSIFIED LINE ADVERTISING*

The charge for classified advertisements is per line.

Price quotes are available upon request.

Memoriams are **\$25.00** (under 20 lines),

\$30.00 (21-30 lines) and **\$40.00** and up (over 30 lines).

There is a **\$5.00** charge for pictures, and we can accept them on disk, or scan them in the office.

DEADLINES

Classified Line Ads	Noon, one day prior
Classified Display Ads	Noon, two days prior
Real-Estate Block Ads	Noon, two days prior
Legal Notices	Noon, two days prior
Memoriams, Card of Thanks, Messages	Noon, one day prior

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**ONE OF THE
KEYS TO SUCCESSFUL
ADVERTISING IS
FREQUENCY!**

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Classified Columns8

Column Width1.191 inches

Gutter0.139" inch / 10pt.

Page Width10.5 inches

Page Height.....21.5 inches

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