

# THE PAGOSA POST

## 2010 ADVERTISING PRICING GUIDE

In cooperation with the PagosaDailyPost.com

Published monthly, on the streets by the 1st of each month  
Issues are delivered FREE to the public with 7,000 copies kept in circulation monthly.

### Features

All features desired by visitors & residents alike

- Local News, Opinions, Analysis
- Real Estate & Business News
- Complete Events Calendar
- Dining & Recipes Section
- Area Activities & Maps
- In-depth Focus Features
- Free Classified Ads

### The Office of the Pagosa Post

P.O. Box 4833, Pagosa Springs, CO 81147  
Main Number 970.946.2788

Editor, Glenn Walsh  
glenn@pagosapost.com / 970.946.2788

Ad Sales Manager, Robbie Pepper  
robbie@pagosapost.com / 970.946.2352

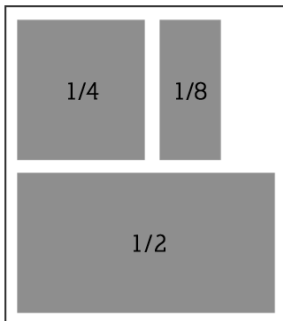
Publisher, Bill Hudson  
bill@pagosapost.com / 970.903.4280

Creative Director, Ursala Hudson  
ursala@pagosapost.com / 970.946.6204



### Advertising Options

Ad Size	Monthly Rate
<b>Full Page</b> 10.125" x 11"	\$500
<b>1/2 Page</b> horizontal: 10.125" x 5.5"	\$300
<b>1/4 Page</b> vertical: 5" x 5.5"	\$180
<b>1/8 Page</b> vertical: 2.375" x 5.5" horizontal: 5" x 2.75"	\$120
<b>1/16 Page</b> horizontal: 5" x 1.25"	\$75
<b>Coupon</b> 5" x 1.875"	\$90
<b>Professional Service Directory</b> 3 months, no changes 2.25" x 1.75"	\$35 \$25
<b>Classified Ads</b> 50 word limit	Free



Classified ads must be submitted between the **15th & 20th** of each month online at: [www.PagosaDailyPost.com](http://www.PagosaDailyPost.com). Classifieds submitted to the *Pagosa Daily Post* will be printed in the following issue of the *Pagosa Post*.

### Advertising Payments & Schedule

Ads paid in full in advance receive a 10% discount, or 50% in advance & 50% balance net 30.

Guaranteed page placement is available with a 20% surcharge or 3 month purchase.

We accept visa and checks, and apply a \$20 service charge for all returned checks.

All camera-ready ads and ad changes must be received by **noon** on the **17th of the month**. Contact Ad Sales for holiday deadlines.

### Advertising Design

The design is included in the price of your ad.

Extraordinary ad composition will be billed at \$45 per hour.

Please sketch how your ad should appear, and provide all art, photographs, and text elements to our creative director.

A proof will be provided for you to proofread prior to the submission deadline. If your approval is not received before the deadline, the ad will run as-is. You assume all responsibility for the contents of your ad.

Any changes to the initial design of your ad, excluding typo fixes, will be billed at \$45 per hour.

### Technical Specs

Please send your ad as a high resolution TIF, JPEG, or PDF file, 300 dpi.

Graphical ad elements must also be in high resolution format; the dpi should not exceed 350.

Do *not* send Microsoft Word, Excel, PowerPoint, Publisher, Corel Draw, or Freehand files. These are incompatible formats and are not acceptable.

### Electronic File Delivery

When e-mailing, send your ad file to: [art@pagosapost.com](mailto:art@pagosapost.com)

Please contact the creative director if you would like to upload your files to our server.

**Project Name:**

Client/Business:

Contact Person:

Phone:

Email Address:

Billing Address:

Advertising Options

- |   |   |
|---|---|
| <input type="checkbox"/> <b>Full Page</b><br>10.125" x 11"          | <input type="checkbox"/> <b>1/2 Page</b><br>horizontal: 10.125" x 5.5"                        |
| <input type="checkbox"/> <b>1/4 Page</b><br>vertical: 5" x 5.5"     | <input type="checkbox"/> <b>1/8 Page</b><br>vertical: 2.375" x 5.5"<br>horizontal: 5" x 2.75" |
| <input type="checkbox"/> <b>1/16 Page</b><br>horizontal: 5" x 1.25" |   |
| <input type="checkbox"/> <b>Coupon</b><br>5" x 1.875"               | <input type="checkbox"/> <b>Professional Service Directory</b><br>2.25" x 1.75"               |

**Ad Information**

Monthly rate:

Duration of ad:

Guaranteed page placement / Location:

Will provide graphics     Will provide text     Scan hard-copy elements >  To be returned

Ad Sketch Attached

specify light/dark background, branded fonts, slogans and/or catch phrases, necessary information, etc.

Additional Information:

**Payment**

Check     Visa    /     Paid in full     50/50, net 30    Notes:

**Advertising Payments & Design Terms**

We accept visa and checks, and apply a \$20 service charge for all returned checks.

The design is included in the price of your ad. Extraordinary ad composition and any changes to the initial design of your ad, excluding typo fixes, will be billed at \$45 per hour.

A proof will be provided for you to proofread prior to the submission deadline. If your approval is not received before the deadline, the ad will run as-is. You assume all responsibility for the contents of your ad. Edits & changes must be received by **noon** on the **17th of the month**.

Advertising canceled after the deadline, but before layout of the paper will be charged one-half the cost of the scheduled ad. Ads cannot be canceled once the paper begins composition.

By signing below, you state that the above specifications and conditions are hereby accepted.

Client Signature

Date

Sales Signature

Date