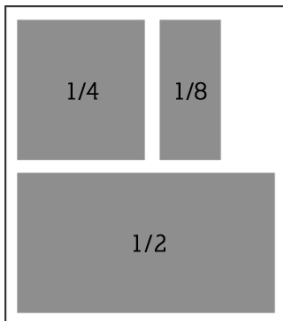


Advertising Options

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



Classified ads must be submitted between the **15th & 20th** of each month online at: 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

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