

# 2011 Sustainable Santa Fe Guide Rate Card and Technical Specs

This project supports Earth Care International, a Santa Fe based 501(c)3 organization

Reservation deadline: 08-15-10 Materials deadline: 09-20-10

2/3 page vertical  
4 5/8" x 9 7/8"

- \* 90,000+ Readership
- \* Distributed by Santa Fe Reporter (bottom rack)
- \* Indoor and Outdoor racks throughout Santa Fe
- \* Available online

### Cover Positions:

|                          |         |
|--------------------------|---------|
| Inside Front Right       | \$5,500 |
| Inside Back Right / Left | \$4,000 |
| Outside Back             | \$6,000 |

1/3 page vertical  
2 1/2" x 9 7/8"

1/4 page  
3 9/16" x 4 7/8"

1/3 page square  
4 5/8" x 4 5/8"

| Type / Size              | Width x Height   | Price   |
|--------------------------|------------------|---------|
| Double Truck (non bleed) | 16.25" X 9.875"  | \$3,500 |
| Double Truck (bleed)     | 17.25" x 11.125" | \$3,500 |
| Full Page (non bleed)    | 7.25" X 9.875"   | \$2,200 |
| Full Page (bleed)        | 9.0" x 11.125"   | \$2,200 |
| trim                     | 8.0" x 10.875"   |         |
| safety                   | 7.25" x 10"      |         |
| 2/3 page vertical        | 4.625" x 9.875"  | \$1,700 |
| 1/2 horizontal           | 7.25" x 4.875"   | \$1,350 |
| 1/3 page square          | 4.625" x 4.625"  | \$1,000 |
| 1/3 page vertical        | 2.5" x 9.875"    | \$1,000 |
| 1/4 page                 | 3.5625" x 4.875" | \$ 850  |
| BC horizontal            | 3.5625" x 2"     | \$ 350  |

full page non-bleed  
7 1/4" x 9 7/8"

1/2 horizontal  
7 1/4" x 4 7/8"

BC horizontal  
3 9/16" x 2"

Ads must be submitted digitally, hard copies will not be accepted.

Only FULL page ads may be bleed.

Ads must be submitted in TIF or PDF (x1a) file format.

Files are final (not alterable by us).

Ads must be 300+ dpi.

Fonts must be embedded.

Fonts should be 8 points or larger (10 points + for best quality)

CMYK colors only and true black (not 4 color)

Rates do not include sales tax.

All fees must be paid by Reservation Deadline.

All profits support



**EARTH CARE  
INTERNATIONAL**  
Teens creating tomorrow today

Earth Care International

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