

2020 Advertising Rates

(11/20/19)

Ad Size Width x Height	1 Time (3 Months)	2 Times (6 Months)	3 Times (9 Months)	4 Times (Full Year)	Full Color Add
Full Page 9.5 x 12" Full Page Bleed 11.25 x 13.75" (Live Area is 9.5 x 12")	\$1295	\$1235	\$1170	\$1065	\$330
Half Page Vertical: 4.625 x 11.75" Horizontal: 9.5 x 5.75"	840	800	740	670	255
Quarter Page Square: 4.625 x 5.75" Horizontal: 9.5 x 2.75"	485	465	445	400	160
Sixth Page Horizontal: 4.625 x 3.75"	395	385	375	340	130
Eighth Page Vertical: 2.1875 x 5.75" Horizontal: 4.625 x 2.75"	310	300	290	260	105

Nonprofit 501(c)(3) agencies may take 10% off any ad rate. Discount does not apply to color surcharge.

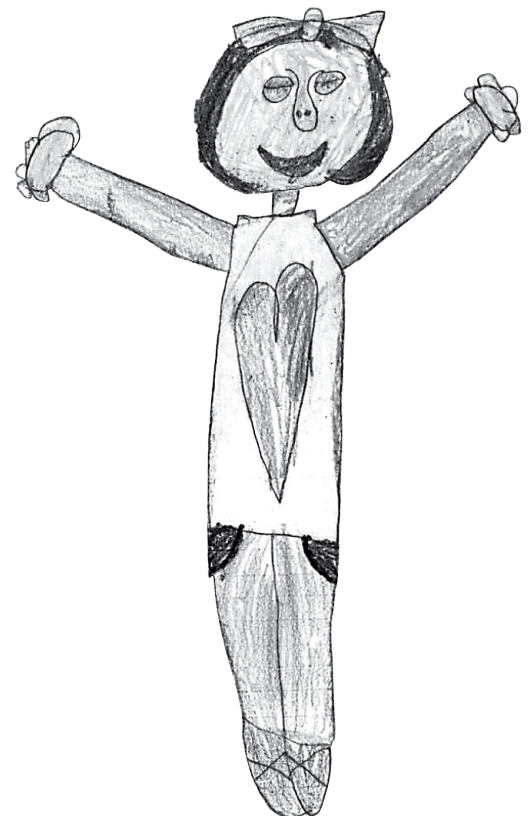
Guaranteed back-page placement on high-gloss cover stock is an additional 15%.

Inside front or back cover placement is an additional 10%.

Web Ads:

Small: 170 x 250 pixels
\$175 / 3 months • \$120 / 2 months • \$60 / 1 month
Large: 170 x 500 pixels
\$275 / 3 months • \$200 / 2 months • \$100 / 1 month

All ads are subject to New Mexico Gross Receipts Tax.



To reserve your ad space call: 984-3171

369 Montezuma #191, Santa Fe, NM 87501

505.984.3171 • info@SFTumbleweeds.com • www.sftumbleweeds.com

Billing

Payment is due within 28 days unless prior alternate arrangements have been made with *Tumbleweeds*. A 2% per month late fee is added to all unpaid balances after that time. Further advertising may be refused from any advertiser with a balance more than 60 days old.

Contract advertisements run in consecutive issues, unless prior arrangements are made with the publisher. Advertisers will be liable for unpaid balances on contracts terminated by them prior to completion.

Rates apply for camera-ready ads. Typesetting, ad composition and photo scanning are available at an additional charge.

Nonprofit agencies with 501(c)(3) status may deduct 10% from any ad rate.

Rates are subject to change with 30 days notice. However, rates for any advertiser with a signed contract will remain consistent for the duration of the contract.

Specifications

All ads must be submitted as a PDF (saved to the profile PDFX1a-2001) with a CMYK color profile and named according to your business name (e.g. HappyPreschool.pdf). Files may be submitted on DVD, CD, or by email to adcopy@sftumbleweeds.com. We can also create your ad for a nominal fee. If you have any questions please give us a call!

Responsibility

The advertiser is responsible for the contents of any advertisement and retains liability for legal actions that may result from the ad. The responsibility of *Tumbleweeds* for any advertising error will be limited to publication of a corrected version of an ad at no charge to the advertiser.

Tumbleweeds reserves the right to refuse any advertisement and may label any ad "Paid Advertisement" as necessary to avoid confusion with editorial content.

2020 Publication Dates

Spring 2020 (March, April, May)

Article submissions: January 15 • Ad reservations, Calendar entries and listings for Spring Break/ Summer Camp & Program Directory: January 31 • Ad copy: February 7 • Publication date: February 19

Summer 2020 (June, July, August)

Article submissions: April 15 • Ad reservations, Calendar entries and listings for Summer Camp & Program Directory: May 1 • Ad copy: May 8 • Publication date: May 20

Fall 2020 (September, October, November)

Article submissions: July 15 • Ad reservations, Calendar entries and listings for After-School Program Directory: July 31 • Ad copy: August 7 • Publication date: August 19

Winter 2020-21 (December, January, February)

Article submissions: October 15 • Ad reservations, Calendar entries and listings for Winter Program Directory: October 30 • Ad copy: November 6 • Publication date: November 18

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