



2019 Advertising Media Kit



GALLUP SUN WEEKLY ADVERTISING RATES 2019

(Hits Newsstands Every Friday)

	Open Rate	4 x	8 x	12 x	26 x	1 year
Full	\$495.00	\$445.50	\$401.00	\$361.00	\$344.00	\$310.00
Half	\$375.50	\$336.50	\$301.50	\$270.50	\$256.50	\$229.50
Third	\$259.50	\$232.50	\$208.25	\$186.25	\$165.25	\$146.75
Quarter	\$178.50	\$159.50	\$142.50	\$137.25	\$119.25	\$106.25
Eighth	\$122.00	\$89.75	\$75.00	\$61.00	\$56.00	\$49.00

*BANNER ADS

Large	\$245.00	\$236.50	\$221.00	\$198.00	\$188.00	\$170.00
Small	\$225.00	\$202.50	\$182.00	\$164.00	\$148.00	\$133.00

**Placed on cover, space permitting, or at top of page inside.*

DOUBLE TRUCK (Both center pages)

\$998.00	\$968.00	\$938.00	\$908.00	\$878.00	\$848.00
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FRONT COVER TEASER Max Exposure!

Ad placed right of Gallup Sun's logo

\$160.00	\$150.00	\$140.00	\$130.00	\$120.00	100.00
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PREPRINTS

Inserts

Rates Per Week (per 1,000):

\$65 - open • \$55 - 6 mo. • \$50 - 1 year

Post-it Notes (cover): \$50 per 1,000

Preprints due to the Santa Fe New Mexican, five days prior to insertion at:

The Santa Fe New Mexican
%The Gallup Sun
01 New Mexican Plaza
Santa Fe, NM 87507

**Shipping of preprints must be prepaid by the advertiser. Need something created? Contact Gallup Sun at 505-722-8994 for your graphic design and prepress needs.*

WEBSITE ADVERTISING - GALLUPSUN.COM

Weekly Rates (Runs 7 days)

Top Banner Ad: \$25
(950x80px)

Right Banner Ad: \$15
(360x360px 72dpi)



*Business Biz Card Special -
\$25 per issue or \$15 per issue for four or more runs

*2" x 2" advertisement -
6 issue commitment
for **\$60**

SOCIAL MEDIA BOOSTER

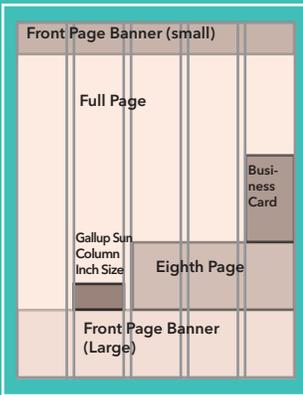
Add \$5 to display your ad in the print edition on Gallup Sun's Facebook page. You pick date/time. Can be placed with daily weather report upon request.

FACEBOOK ADVERTISING - IT'S A CRAZY GOOD DEAL!

Get us one pic or pre-made art and your content, and we'll post your custom ad on our Facebook page for \$10 per run. You pick time/date. (Chains/franchises \$15)

GALLUP SUN AD SIZES

Newspaper Size:
11 X 14



Full Page

10 x 12.7492 (5 columns x 12.7492")

Half Page

Vertical: 5.925 x 12.7492 (3 columns x 12.7492")

Horizontal: 10 x 6.25 (5 columns x 6.25")

Third Page

Vertical: 3.89 x 10.6336 (2 columns x 10.6336")

Horizontal: 10 x 4.25 (5 columns x 4.25")

Quarter Page

Vertical: 5.925 x 6.25 (3 columns x 6.25")

Eighth Page

Vertical: 3.89 x 3.7942 (2 columns x 3.7942")

Horizontal: 5.925 x 2.4894 (3 columns x 2.4894")

Business Card

Vertical: 1.8656 x 3.25 (1 column x 3.25")

Horizontal: 3.89 x 2 (2 columns x 2")

Front Page Banners

Small: 10 x 1.25 (5 columns x 1.25")

Large: 10 x 2.5 (5 columns x 2.5")

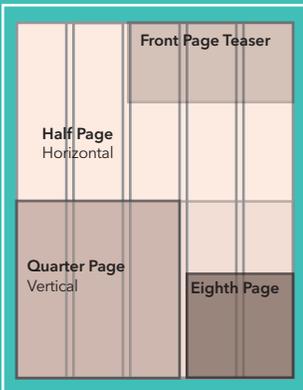
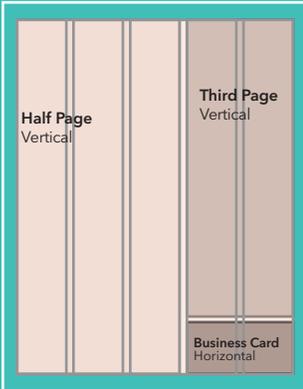
Front Page Teaser

6" x 2.5"

Gallup Sun Column

Inch Size:

1.866 x 1



\$5 per week for each item:
text box, highlight, all caps,
and/or pic/logo
Email Classified:
gallupsunlegals@gmail.com
Deadline: Tuesday 5pm

inch width: 1.866"
No charge for sworn affidavits
for all legal notices. Email:
gallupsunlegals@gmail.com

▶ GALLUP SUN STARS

- ✓ Full page story (biz profile) with photos.
 - ✓ One Full page ad to run in issue that features your biz profile
 - ✓ Front page teaser to story
 - ✓ Two weeks of top banner advertising on www.gallupsun.com
 - ✓ Two Facebook social media ad boost.
- Get Noticed!** All for \$575

▶ CLASSIFIED ADVERTISING

Weekly Rates

First 25 WORDS: FREE! (4 weeks max; 1 ad per customer)

26-50 WORDS: \$10

51-75: WORDS: \$20

76-100 WORDS: \$30

\$10 for each add'l 25 words

▶ LEGALS

Non-governmental entities:
\$1.15 per line, first insertion;
\$1.07 per line each
additional insertion.
*Governmental entities
(City, County, State): 68¢
per line* first insertion; 52¢
per line* each additional
insertion.

*Rates by New Mexico statute
as amended: Aug. 27, 2019.
Notification of errors must
be received within 24 hrs of
publication. Gallup Sun column

▶ OBITUARIES

For artistic tributes, 1-year
contract advertising rate.
Prepayment required.
For free obituary, visit:
gallupsun.com to
download form. One jpeg
photo allowed per obit.

▶ NEWSPAPER SUBSCRIPTION

To subscribe to the Sun by
mail, send mailing address,
check or money order to:
PO Box 1212, Gallup, N.M.
\$59.95 for one year.

WHY ADVERTISE WITH US?

- FREE web ads with select advertising packages.
- Total market coverage circulation - three counties wide.
- Size slider pricing - rates based on frequency. Change the size of your ad as much as you like!
- Weekly Friday morning distribution, targeting weekend customers.
- FREE weekly - Our weekly returns are small, averaging less than one bundle per week, so your ad is being seen by thousands, unlike paid circulation that may get a hefty amount of un-purchased papers leftover.
- Dynamic Website with web traffic fluctuating between 20k to 40k hits per month. PDF version of paper online, expanding our advertisers market reach.

MARKET INFORMATION

- Located off the I-40 corridor, Gallup is the largest city between Flagstaff and Albuquerque. With Historic Route 66 running through the heart of the city, combined with its diverse culture, arts scene, burgeoning bike and hike trail system, and thriving business atmosphere - Gallup is a complete shopping and dining destination.
- The population of Gallup and McKinley County combined exceeds 71,000. Gallup alone boasts nearly 22,000 residents, but it's the shopping destination for many living on the Navajo Nation and Zuni Pueblo. Gallup's population readily swells to 40,000 on any given day - and more than triples at the top of the month, holidays, and at graduation time.
- Neighboring Cibola County has a population of about 27,000.
- Gallup draws substantial business from residents in neighboring Apache County, Ariz., with a population of more than 71,000, including the Navajo Nation capital of Window Rock, a Gallup Sun delivery zone.

ABOUT THE SUN

- Stories on the latest news, community issues, and things we love about Gallup and our surrounding neighbors!
- Real, unbiased reporting; pop astrology featuring Madame G; movie and DVD reviews; features; sports features; and more.
- Weekly, in-depth community calendar.
- The Gallup Sun is distributed at local retailers, restaurants, professional offices, and hotels in McKinley and Cibola counties, N.M. And in Apache County, Ariz.

TERMS & CONDITIONS

- Advertising orders and copy due by 5 p.m. Tuesday. Press day Thursday.
- Customer must approve of ad(s) created by the Gallup Sun prior to publication.
- Publisher not responsible for any errors in any ads after they have been approved by the customer.
- Gallup Sun is not responsible for printing errors.

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www.gallupsun.com