

2021  
Advertising  
Media Kit



Print + Web + Social Media

**Gallup Sun Publishing, LLC**  
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# Gallup Sun Weekly Advertising Rates 2021

(Hits Newsstands Every Friday)

	Open Rate	4 x	8 x	12 x	26x	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

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

## 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  
 1 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

**Weekly Rates** (Runs 7 days)

Top Banner Ad: \$25  
 (950x80px)

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



## 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 ADVERTISE ON OUR PAGE 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 4 times @ \$15 per run or \$25 per individual post.

## ANNIVERSARY SPECIAL

A discount of 30% off the open rate will be given to advertisers taking quarter page ad or larger within 30 days of their anniversary or opening date of business. Ads may run up to four times within the anniversary month. Offer may be used once a year.

## 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 starburst teaser to story
  - Two weeks of top banner advertising on www.gallupsun.com
  - Two Facebook social media ad boosts.
- Get Noticed.** All for \$575

## CLASSIFIED ADVERTISING

**Weekly Rates**  
 First 25 WORDS: FREE! (4 weeks max. Add'l ads start at \$10 per 25 words)  
 26-50 WORDS: \$10  
 51-75: WORDS: \$20  
 76-100 WORDS: \$30  
 \$10 for each add'l 25 words  
 \$5 per week for each item: text box, highlight, all caps, and/or pic/logo  
 1x2" advertisement - 6 issues for **\$60**  
 Email Classified: gallupsunlegals@gmail.com. Deadline: Tuesday 5pm

## 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 inch width: 1.866"  
 Deadline: Wednesday Noon. Email: gallupsunlegals@gmail.com

## OBITUARIES

Download FREE obituary forms at gallupsun.com. One jpeg photo allowed per obit.  
 For artistic tributes, discounted advertising rate applies.  
 Prepayment required.

## NEWSPAPER SUBSCRIPTION

To subscribe to the Sun by mail, send a 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 the paid circulations that may get a hefty amount of un-purchased papers leftover.

## 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 easily swells to 40,000 on any given day – and more than triples at the top of the month, holidays, and at graduation time.

• 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, Ariz. – 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; 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. Wednesday. Press day Thursday.
- Customer must approve of ads built 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.



## 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 10.33**

(2 columns x 10.33")

**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 10.6336")

### BUSINESS CARD

**Vertical: 1.866 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**

