



**Unbeatable Market Coverage**

**Great Rates**

**Creative, Effective Marketing**

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## 2018 Advertising Media Kit



# GALLUP SUN WEEKLY ADVERTISING RATES 2018

(Hits Newsstands Every Friday)

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

## \*BANNER ADS

<b>Large</b>	\$245.00	\$236.50	\$221.00	\$198.00	\$188.00	\$170.00
<b>Small</b>	\$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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Business Biz Card Special - **\$25 per issue**

2" x 2" Special - **\$10 per issue**

## 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

Weekly Rates (Runs 7 days)

Top Banner Ad: \$35 (950x80px)

Right Banner Ad: \$25 (360x360px 72dpi)

## SOCIAL MEDIA BOOSTER

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

## FACEBOOK BLAST ON OUR PAGE Crazy Good DEAL!

Get us up to three photos and your content, and we'll post your custom ad on our Facebook page for \$10 per run. You pick time/date. Instagram post add \$5. (Chains/franchises \$15)

## 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 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:  
3.8875 x 10.645  
(2 columns x 10.645")

**Quarter Page**  
Vertical:  
5.925 x 6.25  
(3 columns x 6.25")

**Eighth Page**  
Vertical:  
3.8875 x 3.7942  
(2 columns x 3.7942")

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

**Business Card**  
Vertical:  
1.866 x 3.25  
(1 columns x 3.25")

Horizontal:  
3.8875 x 2"  
(2 columns x 2")

**Banner**  
Small:  
10 x 1.125  
(5 columns x 1.125")

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



## 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](http://www.gallupsun.com)
  - \*Two Facebook social media ad boosts.
- Get Noticed.** All for \$575

## LEGALS

Non-governmental entities:  
\$1.15 per line, first insertion;  
\$1.07 per line each additional insertion.

\*Governmental entities (City, County, State): 63¢ per line\* first insertion; 49¢ per line\* each additional insertion.

\*Rates by New Mexico statute as amended; Nov. 15, 2005. Notification of errors must be received within 24 hrs of publication. Gallup Sun column inch width: 1.866"

No charge for sworn affidavits for all legal notices, effective Dec. 15, 2017.

## OBITUARIES

For artistic tributes, 30% off open advertising rate. Prepayment required.

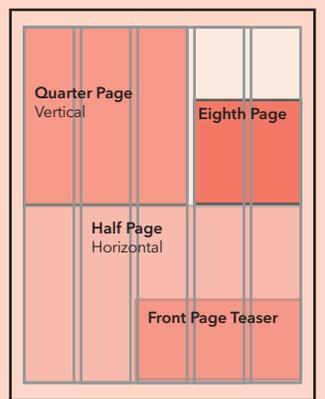
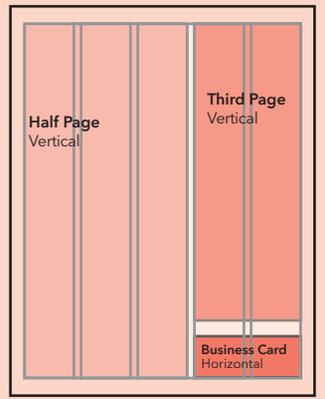
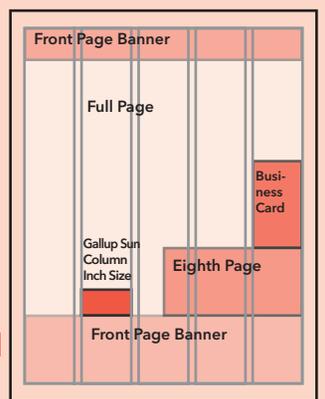
Download FREE obituary form at [gallupsun.com](http://gallupsun.com). One jpeg photo allowed per obit.

## CLASSIFIED ADVERTISING

**Weekly Rates**  
First 25 WORDS: FREE!  
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  
Email Classified:  
[gallupsun@gmail.com](mailto:gallupsun@gmail.com).  
Deadline: Tuesday 5pm

## 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 nil, so your ad is being seen by thousands, unlike the paid circulations that may get a hefty amount of un-purchased papers leftover.
- Dynamic Website with web hits generating 13k and higher hits per month. PDF version of paper online, expanding our advertisers market reach.
- Why print advertising? Permanence. When a reader is browsing the Gallup Sun, he or she can't turn the station or Internet stream to avoid ads. There's no spotty reception, and your customers don't have to struggle to find a pen to jot your phone number.



## 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.
- 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 capitol of Window Rock, a Gallup Sun delivery zone.

## ABOUT THE SUN

- Stories that 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. Circulation reaches Burnside Junction on down to Navajo, Ariz., and I-40 corridor to the west; Zuni to south; Navajo, NM to the north; and Grants to east.

## TERMS & CONDITIONS

- Advertising orders and copy due by 5 p.m. Tuesday. 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 OUTSOURCE "YOUR ONE STOP SHOP FOR PROFESSIONAL DESIGN"

Do you have additional marketing needs? Introducing Gallup Sun Outsource service. We specialize in professional graphic design service - everything from poster creation to brochures to full color specialty publications. We take your project from concept to print.

### Gallup Sun Publishing, LLC

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Gallup, NM 87301

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