

# General Advertising Rates

# 2010

All rates are Gross

Rate Card #14  
Effective January 2010

## New Mexico JOURNEY

Rate Base: 107,000 ♦ Total Readers: 235,400

Circulation Region: New Mexico

	1X	3X	6X
<b>4 Color</b>			
Full Page	\$ 4,390	\$ 4,170	\$ 3,950
2/3 Page	3,090	2,940	2,780
1/2 Page	2,750	2,610	2,480
1/3 Page	1,650	1,570	1,490
1/6 Page	970	920	870
<b>B&amp;W</b>			
Full Page	\$ 3,520	\$ 3,340	\$ 3,170
2/3 Page	2,460	2,340	2,210
1/2 Page	2,190	2,080	1,970
1/3 Page	1,310	1,240	1,180
1/6 Page	780	740	700
<b>Cover 2</b>	\$ 5,050	\$ 4,800	\$ 4,550
<b>Cover 3</b>	4,830	4,590	4,350
<b>Cover 4</b>	\$ 4,390	\$ 4,170	\$ 3,950

