

Travel Guide Advertising Rates

2012

All rates are Net

Rate Card #16
Effective January 2012



Rate Base: 113,000 ♦ Total Readers: 248,600

Circulation Region: New Mexico

	1X	3X	6X
4 Color			
1/3 Page	\$ 1,340	\$ 1,270	\$ 1,210
1/6 Page	800	760	720
3 inch	650	620	590
2 inch	470	450	420
1 inch	290	280	260
B&W			
1/3 Page	\$ 1,080	\$ 1,030	\$ 970
1/6 inch	640	610	580
3 inch	530	500	480
2 inch	380	360	340
1 inch	250	240	230

