

Tumbleweeds

The Quarterly Newspaper for Santa Fe Families

2010 Advertising Rates

Ad Size Width x Height	Open rate 3 months	2 Times 6 months	3 Times 9 months	4 Times Full year	Full Color Add
Full Page 9.5 x 11.75" Full Page Bleed 11.25 x 13.75" (Live area is 9.5 x 12")	\$955	\$910	\$860	\$785	\$255
Half Page Vertical: 4.625 x 11.75" Horizontal: 9.5 x 5.75"	620	590	545	490	190
Quarter Page Square: 4.625 x 5.75" Horizontal: 9.5 x 2.75"	355	345	335	295	120
Sixth Page Horizontal: 4.625 x 3.75"	295	285	275	245	95
Eighth Page Vertical: 2.1875 x 5.75" Horizontal: 4.625 x 2.75"	230	220	210	190	75

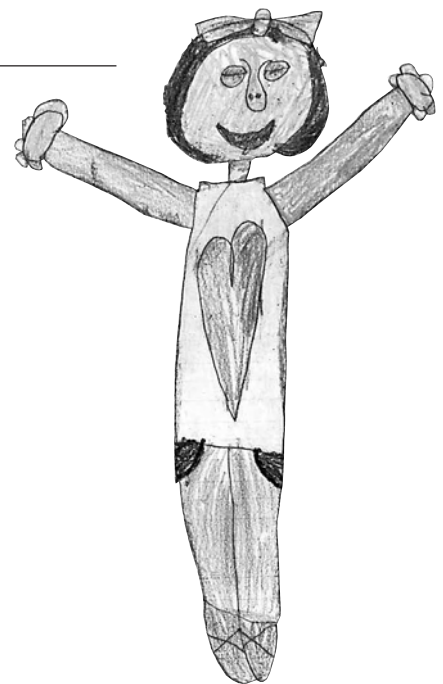
Add full color or spot color to your ad at an additional fee, per insertion, subject to availability.

Nonprofit 501(c)(3) agencies may take 10% off any ad rate. Discount does not apply to color surcharge.

Resource Listings:

A directory of services, support groups, classes, workshops and conferences for parents, teachers and professionals: \$30 for first 30 words, \$1.10 per word thereafter, payable in advance.

All ads are subject to New Mexico Gross Receipts Tax.



To reserve your ad space call: 984-3171

Billing

All ads must be prepaid, unless prior alternate arrangements have been made with *Tumbleweeds*. Advertisements not prepaid will be billed quarterly and subject to a \$4 charge per billing. Payment is due within 28 days. A 2% per month late fee is added to all unpaid balances after that time. Further advertising may be refused from any advertiser with a balance more than 60 days old.

Contract advertisements run in consecutive issues, unless prior arrangements are made with the publisher. Advertisers will be liable for unpaid balances on contracts terminated by them prior to completion.

Rates apply for camera-ready ads. Typesetting, ad composition and photo scanning are available at an additional charge.

Nonprofit agencies with 501(c)(3) status may deduct 10% from any ad rate.

Rates are subject to change with 30 days notice. However, rates for any advertiser with a signed contract will remain consistent for the duration of the contract.

Specifications

All ads must be submitted as a PDF (saved to the profile PDFX1a-2001) and named according to your business name (e.g. HappyPreschool.pdf). Files may be submitted on DVD, CD, or by email to adcopy@sftumbleweeds.com. We can also create your ad for a nominal fee. If you have any questions please give us a call!

Responsibility

The advertiser is responsible for the contents of any advertisement and retains liability for legal actions that may result from the ad. The responsibility of *Tumbleweeds* for any advertising error will be limited to publication of a corrected version of an ad at no charge to the advertiser.

Tumbleweeds reserves the right to refuse any advertisement and may label any ad "Paid Advertisement" as necessary to avoid confusion with editorial content

2010 Publication Dates

Spring 2010	(March, April, May) Article submissions: <i>January 15</i> / Ad reservations, Calendar entries and listings for Spring Break-Summer Camp & Program Directory: <i>February 5</i> / Ad copy: <i>February 10</i> / Publication date: <i>February 24</i> .
Summer 2010	(June, July, August) Article submissions: <i>April 15</i> / Ad reservations, Calendar entries and listings for Summer Camp & Program Directory: <i>May 7</i> / Ad copy: <i>May 12</i> / Publication date: <i>May 25</i> .
Fall 2010	(September, October, November) Article submissions: <i>July 15</i> / Ad reservations, Calendar entries and listings for After-School Program Directory: <i>Aug 6</i> / Ad copy due: <i>August 11</i> / Publication date: <i>August 24</i> .
Winter 2010-11	(December, January, February) Article submissions: <i>October 15</i> / Ad reservations, Calendar entries and Winter Fun Directory listings: <i>November 5</i> / Ad copy due: <i>November 10</i> / Publication date: <i>November 23</i> .

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