

NAVAJO TIMES

NEWSPAPER OF THE NAVAJO PEOPLE

— ADVERTISING MEDIA KIT —

ADVERTISE WITH AN INDUSTRY LEADER

There's no contest. The Navajo Times is the place to advertise, just ask any Navajo what paper they read most and our readership loyalty will be confirmed again and again.

Since 1959, the Navajo Times newspaper has been covering news and events on the Navajo Nation and surrounding communities with in-depth coverage and cutting edge stories that dig deep into the flesh of the story for accurate, fair reporting.

The Navajo Times is the largest Native American owned newspaper in the world.

That's not all; the Navajo Times has been recognized time and time again for its quality, just take a look at some of our awards:

- 2009 Arizona Newspaper Assoc. – First Place General Excellence in Advertising
- 2009 Arizona Newspaper Assoc. – 5 First Place Awards in Advertising: Best Black & White Ad, Best Website Banner Ad, Most Effective Use of Small Space, Best Classified Section, and Best Newspaper Promo Ad
- 2009 Arizona Newspaper Assoc. – Overall Best Story of the Year
- 2009 Arizona Newspaper Assoc. – 1st, 2nd a& 3rd Place Best News Photography, 1st, 2nd & 3rd Place Best Sports Photography, 1st & 2nd Place Best News Story and 1st Place Best Use of Photography,
- 2008 Native American Journalist Assoc. – Eight First Place Awards (Best Sports, Feature & News Photo, Best News Story, Best Associate News Story, etc.), including First Place General Excellence for daily and weekly publications.
- 2008 Arizona Newspaper Assoc. – First Place Best Paid Color Ad Series
- 2007 Arizona Newspaper Assoc. – General Excellence in Page Layout

As if that wasn't enough, the shelf life of the Navajo Times is substantially longer than the traditional daily papers and more people per household share the Navajo Times, resulting in a readership well over 100,000.

For all these reasons, the "Newspaper of the Navajo People" is a great way to make sure your advertising dollar is spent wisely and effectively. Giving you a virtually untapped market of readers, over a very large distance. Something the local daily papers are unable to provide.

Think about it: Our readers actively seek out the Navajo Times every week, giving you seven days of advertising! Why settle for exorbitant prices on just one day of advertising?

LOOK FOR SPECIAL ADVERTISING RATES

Give the best to your loved one with our special Graduation Announcement advertisement. For just \$20.80, a \$245.45 value, this 2 column x 2 inch ad includes full color. Celebrate the accomplishments of loved ones with an advertisement that the whole family will cherish for years to come.

Other Special rates include "Happy Ads" and "In Memory Ads." With these you can share the memory of a loved one passed, celebrate a birthday or anniversary, and even send out a special greeting to those serving in the armed forces. For just \$52.00, a \$332.80 value, this 2 column x 5 inch ad includes full color. Give the gift for everyone to see and share. These rates are always available to our loyal readers. Call a Navajo Times advertising representative for more details at 928-871-1145 or 928-871-1146.

READER USAGE

The Navajo Times is a recognized household name on the Navajo Nation, with loyal readers who look to the Times for the "real story." For over 50 years, Navajo Times readers have been life long readers of the Navajo Times, according to our readership survey taken during special events every year.

The Navajo Times reaches the entire Navajo Nation and surrounding communities with a 25,000 paid newsstand circulation that keeps the paper in high demand. Readers of the Navajo Times read the paper every Thursday, allowing prospective advertisers to reach over 100,000 readers.

ADVERTISING POLICIES

EFFECTIVE July 1, 2007, all advertisements include a 4% sales tax in accordance with the Navajo Nation Tax Commission.

All personal and political advertisements must be pre-paid, or advertisement will not be published. The management reserves the right to refuse the print of any advertisement.

Alcohol or Tobacco advertisements will NOT be accepted.

The Navajo Times is a tribal organization and does not charge commission. Instead, a flat rate of \$14.00 per column inch (all rates are net rates). The Navajo Times is a non-commissionable organization and charges a flat rate. Advertisers will be billed after each run or at the end of each month.

Advertisers on contract lasting more than eight weeks will be billed monthly. If payment is not rendered in a 30-day period, the Navajo Times will include a 1.25% interest charge until the delinquent account is paid in full.

There is NO guaranteed advertisement placement in the Navajo Times, except for the front-page banner strip advertisements at a cost of \$550.00 per week. A 4% sales tax will also be applied in accordance with the Navajo Nation Tax Commission.

NAVAJO NATION TAX COMMISSION

All advertisers are subjected to pay the 4% sales tax in accordance with the Navajo Nation Tax Commission bylaws. The Navajo Times has the right to bill any person or agency sales tax for the sole services if the Navajo Nation. If you feel that your business or organization is tax exempt you must show certificate of tax exempt, thus, the tax commission will work on substantiating a tax break.

DEADLINES

Navajo Times publishes weekly, every Thursday. Space reservations and material deadline for display and classifieds/legal advertisements are before 5 p.m., Mondays. Deadline for camera-ready artwork are accepted by Tuesday afternoon and no later. Public service announcement deadlines are Tuesday before 5 p.m. and Wednesday depending on the availability of space. Pre-printed insert deadline is Friday before 5 p.m., seven days prior to date of publication.

DISPLAY ADVERTISING RATES (Per weekly basis)

Size	Inches	Open	4x	8x	13x	26x	52x
1/32	4	\$58.25	\$58.25	\$56.49	\$56.49	\$55.33	\$51.25
1/24	6	87.36	87.36	84.74	82.99	78.62	74.26
1/16	8	116.48	112.99	110.66	110.66	102.50	99.01
1/12	10	145.60	141.23	138.54	131.04	123.76	116.48
1/8	15	218.40	211.85	207.48	192.19	185.64	174.72
1/6	21	305.76	290.47	275.18	259.90	224.61	244.61
1/4	31.5	458.65	435.71	403.60	389.84	366.91	343.98
1/3	42	611.52	550.37	519.79	489.22	489.22	458.64
1/2	63	917.28	807.21	733.82	733.82	687.96	687.96
Full	126	1834.56	1467.65	1467.65	1375.92	1375.92	1375.92

Note: Prices listed are the Black and White rates (4% tax included). Full Process Color is an extra \$180.00. Mixed sizes of ads in a campaign are permitted. A frequency contract allows for the discount to be taken on any size ad. Other ad sizes and frequencies are available.

**** The Navajo Times Publishing Company Inc. Display and Classified/Legal Advertising column inch rate is \$14.00. The column inch rate can be adjusted, depending on the column inches purchased. Ask a sales representative for further details.**

Classified/Legal rates may vary depending on the amount of information and the size of the advertisement. Please see the Classified/Legal advertisement section of this Media Kit to get the full information.

ADVERTISING SERVICES

Here at Navajo Times we provide full service printing. From a simple design with black ink to beautiful four color process advertisements and full color tabloids.

Aside from our "standard" creative circulars, we can work with your company to produce innovative, unique and creative print and online advertisements, we have the capabilities to provide you with the best publishing services around.

We maintain a full-time in house staff of professional designers ready to make your advertising needs a reality. Our online department has generated into a multi-media personality with our new mainstream software's.

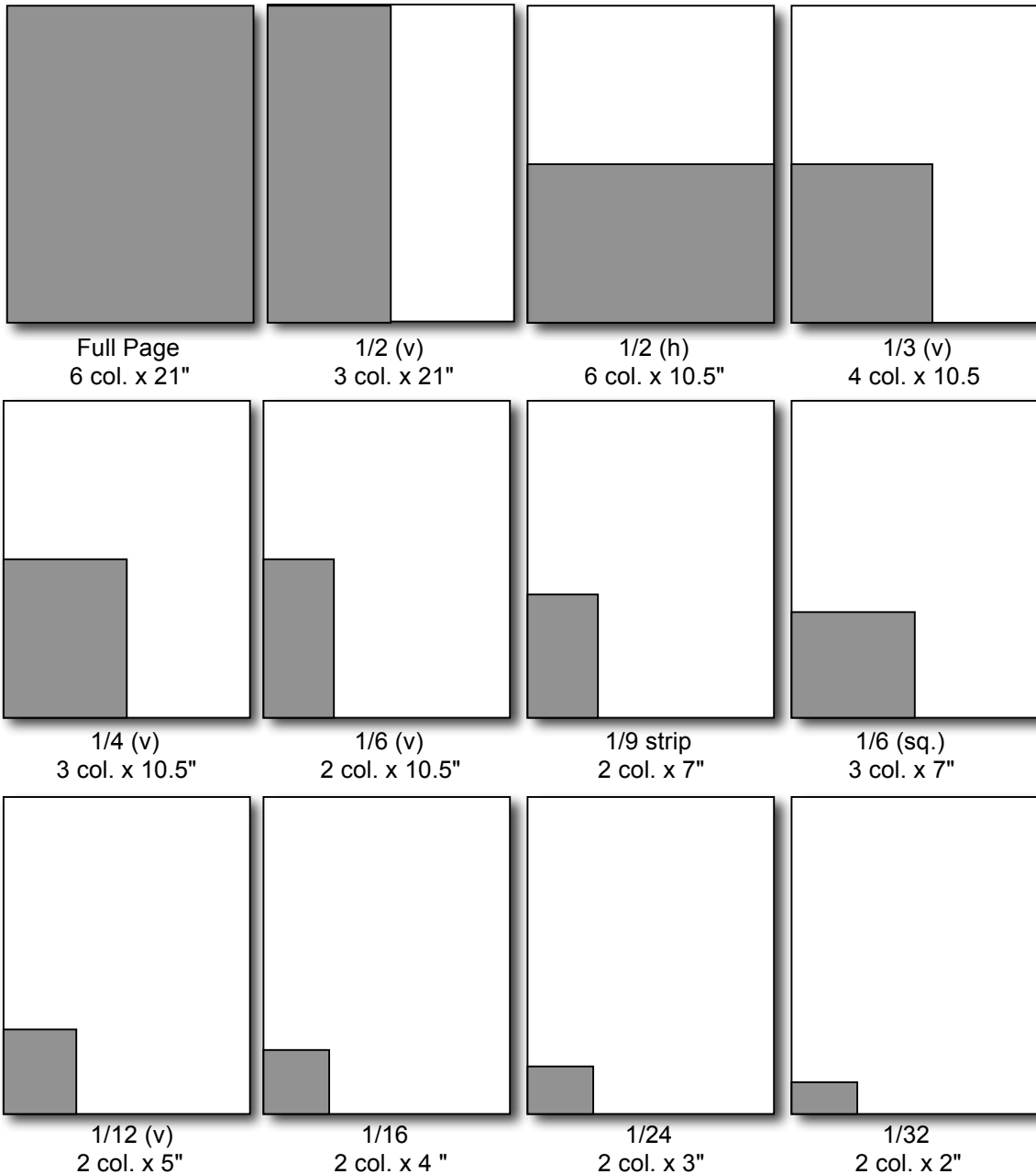
SPECIAL EDITIONS

Look for these special editions to reach more than 300,000 readers across the four corners and surrounding border towns and states. Special editions include the New Year's edition, Gathering of Nations edition, Navajo Nation Fair edition, and our year-end edition for great advertising

opportunities. These special editions are the most sought after edition of the year as readers look for great deals on these special occasions.

The New Year's edition focuses on new events for the New Year to come. The Gathering of Nations edition promotes powwow, sports and special interest for the public during the largest native powwow event in the world. The two largest special edition comes down to the Navajo Nation Fair Special Tabloid and the Year End Edition. The Navajo Nation Fair Tabloid focuses primarily on the rich culture of the annual fair festivities (i.e. youth events, parade, carnival, concerts, powwow, Indian rodeo, etc.) The Year End Edition is the largest edition of the year resurfacing major headlines, photos, and letters to the editor, cartoons, and a person of the year.

MECHANICAL INFORMATION



For other and custom mechanical sizes please contact a Navajo Times advertising representative at 928-871-1145 or 928-871-1146.

COLOR RATES

Color: \$50 per color

Full Color: \$180 (Four-color process)

Note: Color increases response to your ad.

DISPLAY ADVERTISING PAYMENT

Display Advertising accepts all type of payments. We accept Cash, Purchase Orders, RDP (Request for Direct Payment), Money Orders, and Cashier's Checks. We also accept Credit Cards, contact our office by phone to process your credit card payment; VISA, MasterCard, Discover and American Express are accepted. Make money order or cashier's check payable to Navajo Times, P.O. Box 310, Window Rock, AZ 86515.

****NO PERSONAL CHECKS ACCEPTED!**

****BUSINESS CHECKS MAY BE ACCEPTED BASED ON ACCOUNT HISTORY!**

ELECTRONIC SPECIFICATIONS

Imaging: A Portable Document Format (PDF) is preferred. Convert all color artworks to CMYK color mode format. Convert all Black and White artworks to GRAYSCALE color format. For electronic e-mailed documents preferably any of the programs listed below.

Software: Navajo Times uses the following Macintosh software's:

- Adobe Acrobat Reader
- Adobe Photoshop
- Adobe Illustrator
- Adobe PageMaker
- Adobe InDesign
- Quark Xpress
- MS Word, MS Excel, and Publisher*

(* Certain file formats will incur additional preparation fees of \$50)

**Please send all artwork and traffic info to advertise@navajotimes.com

ADVERTISING SPECIFICATIONS

Display ad column size width

1 column = 2 inches

3 columns = 6.2 inches

5 columns = 10.4 inches

2 columns = 4.1 inches

4 columns = 8.3 inches

6 columns = 12.5 inches

For other column size information please contact the Display Advertising department.

Classified column size width

1 column = 1.5 inches

4 column = 6.125 inches

7 column = 10.875 inches

2 column = 3.625 inches

5 column = 7.775 inches

8 column = 12.5 inches

3 column = 4.625 inches

6 column = 9.25 inches

Classified Advertising Rates

Classified and Legal Linear ads are \$2 per line. Linear with border is \$14 per column inch for ad space plus \$2 per line. Classified Linear ads will be printed in 9 pt. size. Classified Linear with border will depend on the amount of information. Legal Linear ads will be printed in 7 pt. size. Legal Linear with border will depend upon information sent. A Notarized Affidavit is \$2 extra and must be requested prior to run date. Color is also available: \$180 for full color (Process) and \$50 for one color (Spot). Spot colors available are Rust, Royal Blue, Cherry Red and Shamrock Green. There is also a 4% Navajo Nation Tax that will be added to amount. For more information and details contact a Navajo Times Classified/Legal representative at 928-871-7360.

NEWSSTAND CIRCULATION INFORMATION

Circulation

The Navajo Times is available at over 300 retailers in the Four Corners area. Our zones of distribution combine for a circulation of 21,000 paid newsstand copies, an open invitation for advertiser interested in marketing demographically through pre-print inserts. Advertisers have the opportunity to market certain areas they wish for their inserts to be distributed. In other words, pre-print inserts can be distributed in certain zones/areas of their choices.

Pre-print Inserts

Pre-print inserts provide advertisers additional flexibility by targeting certain areas of the reservation and its border towns for geological marketing opportunities. The ten (10) zones of Navajo Times circulation reach over 300 businesses across the Navajo Nation and surrounding towns/states.

Insert rate for pre-prints is \$75 per 1,000. There is no frequency discount on pre-print inserts.

For more information and details on circulation please contact Circulation at 928/871-1149 or 928/871-1150 to establish your request for pre-printed advertising inserts.

Newspaper Subscription

To purchase a subscription for the Navajo Times advance payment is required. Contact our office by phone to process your credit card payment; only VISA, MasterCard and Discover Card are accepted. A money order or cashier's check, payable to Navajo Times can be forward to: P.O. Box 310, Window Rock, AZ 86515.

*** All back issues requested will be charged \$1.25 plus shipping cost.**

<u>Domestic Rate (Inside U.S.):</u>	Three (3) Months:	\$35.00
	Six (6) Months:	\$70.00
	Twelve (12) Months:	\$120.00
<u>Foreign (Canada/Mexico)</u>	Three (3) Months:	\$60.00
	Six (6) Months:	\$125.00
	Twelve (12) Months:	\$200.00
<u>International:</u>	Three (3) Months:	\$125.00
	Six (6) Months:	\$225.00
	Twelve (12) Months:	\$400.00

** U.S. Postal Service mails newspaper subscriptions.

(PLEASE DO NOT SEND CASH)

Phoenix & Albuquerque Newspaper Outlets

PHOENIX, AZ - LOCATIONS:

BAJA GAS MARKET

10180 North Fort McDowell, Fort McDowell, AZ (Across Fort McDowell Casino)

JR's CONVENIENCE STORE, 480-423-0585

1601 N. Beeline Highway, (E. McDowell & N. Country Club Drive), Scottsdale, AZ

ARIZONA NATIVE FRY BREAD, 480-649-1314

1437 E. Main St., (Lazona Dr. and Main St.) Mesa, AZ

FOOD CITY, 480-857-2198

1005 North Arizona Avenue (Ray Road & Arizona Avenue), Chandler, AZ

ARIZONA STATE UNIVERSITY

Lemon and College St, Tempe, AZ

DRUMBEAT INDIAN ARTS, INC, 800-895-4823

4143 North 16th Street (across from Phoenix Indian Medical Center), Phoenix, AZ

PIMC - MARY J'S EATERY (Snack Bar),

4212 North 16th Street, (North 16th Street & Indian School Road), Phoenix, AZ

HEARD MUSEUM, 602-252-8840

2301 North Central Avenue (North Central & West Encanto Boulevard), Phoenix, AZ

NATIVE AMERICAN CONNECTIONS, 602-424-2060

4520 N. Central Ave. (1st floor), Phoenix, AZ

Nolines Country Store (928) 475-2334

US Hwy 70 - Peridot, AZ

Bashas #8 (928) 475-2391

US Hwy 10 & Sr 170 - San Carlos, AZ

Sacred Hogan (480) 326-9899

842 East Indian School Rd, corner of 9th - Phoenix, AZ

Hon-dah Convenience Store (928) 369-0299

777 Hwy 260 - Pinetop, AZ

ALBUQUERQUE ROUTE

— MILAN / GRANTS AREA —

Petro Travel Center (505) 285-6619

I-40 Horizon Blvd. -Milan, NM-

Chevron Chaco Canyon Travel Center (505) 287-3335

1500 Willow Dr. -Milan, NM-

Milan Supermarket aka J Brooks (505) 287-2157

1415 W US Hwy 66 -Milan, NM-

Voigt's Shell (505) 287-2152
1601 E Santa Fe Ave -Grants, NM-

— **LAGUNA / ACOMA AREA** —
Sky City Travel Center (505) 552-5700
I-40 Exit 102 -Acoma, NM-

Villa de Cubero (505) 552-9511
State Route 124 at Mile Marker 14 -Cubero, NM-

Dancing Eagle Travel Center (505) 522-7477
I-40 Exit 180 -Casa Blanco, NM-

Route 66 Travel Center (505) 352-7866
14314 Central Ave I-40 Exit 140 -Albuquerque, NM-

— **TOHAJILEE AREA** —
Canoncito Grocery (505) 833-4132
3.5 miles N I-40 Exit 131 -Tohajilee, NM-

— **ALBUQUERQUE AREA** —
Walgreen's #4047 (505) 831-3147
101 Coors Blvd NW -Albuquerque, NM-

Coors Texaco (505) 792-5605
9160 Coors NW -Albuquerque, NM-

Indian Pueblo Cultural Center (505) 843-7270
2401 12th St NW -Albuquerque, NM-

Four Winds Travel Center (505) 843-7270
2401 12th St NW -Albuquerque, NM-

White Feather Trading Post (505) 243-5115
326 San Felipe NW -Albuquerque, NM-

Newsland Bookstore (505) 242-0694
2112 Central Ave SE -Albuquerque, NM-

Page One (505) 294-2026
11018 Montgomery Blvd. E -Albuquerque, NM-

Bien Mur Travel Center (505) 821-5401
100 Bien Mur Dr. NE - Albuquerque NM

Hi-Low Market (505) 247-0549
2513 4th St. NW - Albuquerque NM

Conoco Gas Station
4196 State Hw 528 NE, Rio Rancho, NM

For More Information or questions regarding any of the locations listed above, please contact the Circulation Department at 928-871-1149 or 1150.

CIRCULATION BY ZIP CODE

<p><u>ZONE 1</u> Ganado, AZ 86505 Keams Canyon, AZ (Hopi Area) 86034 Pinon, AZ 86510 Tuba City, AZ 86045 Red Lake, AZ 86044 Cameron, AZ 86020</p>	<p><u>ZONE 6</u> Oljato, UT 84536 Kayenta, AZ 86033 Page, AZ 86040 Kiabeto, AZ 86053 Shonto, AZ 86054 Chinle, AZ 86503 Manyfarms, AZ 86538</p>
<p><u>ZONE 2</u> Tohatchi, NM 87325 Sheepsprings, NM 87364 Burnham Jct, NM 87401 Shiprock, NM 87420 Waterflow, NM 87421 Fruitland/Kirtland, NM 87416 Farmington, NM 87401 Bloomfield, NM 87413</p>	<p><u>ZONE 7</u> Lupton, AZ 86508 Houck, AZ 86506 Sanders, AZ 86512 Chambers, AZ 86502 Navajo, AZ 86509 Holbrook, AZ 86025 Winslow, AZ 86047 Dilcon, AZ 86047 Indian Wells, AZ 86031 Leupp, AZ 86035 Flagstaff, AZ 86002</p>
<p><u>ZONE 3</u> Gamerco, NM 87305 Gallup, NM 87301 Pine Hill, NM 87357 Vanderwagon, NM 87356 Ramah, NM 87321 Zuni, NM 87327</p>	<p><u>ZONE 8</u> Navajo, NM 87328 Tsaille, AZ 86556 Teec Nos Pos, AZ 86514 Lukachukai, AZ 86507 Montezuma Creek, UT 84534 Bluff, UT 84512 Aneth, UT 84510 Cortez, CO 81321 Mexican Water, AZ 86514 Rock Point, AZ 86503 Red Mesa, AZ 86514 Round Rock, AZ 86547 White Mesa, UT 84511 Blanding, UT 84511 Beclabeto, NM 87420</p>
<p><u>ZONE 4</u> Ft. Defiance, AZ 87504 Window Rock, AZ 86515 St. Michaels, AZ 86511 Tse Bonito, NM 86515</p>	<p><u>ZONE 9</u> Milan/Grants, NM 87020 Canoncito, NM 87026 Laguna/Acoma, NM 87038 Albuquerque, NM (Metro)</p>
<p><u>ZONE 5</u> Yatahey, NM 87375 Fort Wingate, NM 87316 Thoreau, NM 87323 Crownpoint, NM 87313 Pueblo Pintado, NM 87320 Torreon, NM 87061 Cuba, NM 87013</p>	<p><u>ZONE 10</u> Phoenix, AZ (Metro) White River, AZ San Carlos, AZ Scottsdale, AZ Mesa, AZ Tempe, AZ Chandler, AZ</p>
<p>NOTE: Some towns/cities share zip codes.</p>	

TOTAL NEWSSTAND CIRCULATION IS 25,000

Total	Area
3,190	Ganado, Tuba City, Cameron, Pinon
3,600	Tohatchi, Shiprock, Farmington, Bloomfield
2,487	Gallup, Ramah, Pinehill
2,600	Window Rock, Fort Defiance, Tse Bonito
1,900	Crownpoint, Torreon, Thoreau
3,800	Chinle, Kayenta, Page
2,270	Dilkon, Flagstaff, Holbrook, Lupton
1,943	Navajo, Lukachukai, Blanding, Cortez
800	Phoenix
600	Albuquerque
23,190	Total
25,000	Total with Subscription

CIRCULATION: COLLEGE/UNIVERSITY LIBRARIES

Amherst College, MA	Northern Arizona University, AZ
Arizona State University, AZ	Northland Pioneer College, AZ
Becone College, OK	Northwestern University, IL
Boise State University, ID	Phoenix College, AZ
Brigham Young University, UT	Princeton University, NJ
Cal State University, Long Beach, CA	San Juan College, NM
Colorado College, CO	Southern Utah University, UT
Colorado State University, CO	Stanford University, CA
Cornell University, NY	University of Arizona, AZ
Dartmouth College, NH	University of California, Davis, CA
Dine College, AZ	University of Cal., Santa Barbara, CA
Eastern Arizona College, AZ	University of Colorado, CO
El Camino College, CA	University of Kansas, KS
Ft. Lewis College, CO	University of Montana, MT
Ft. Peck Community College, MT	University of New Mexico, NM
Haskell Indian Nations Univ., KS	University of Oklahoma, OK
Hasting College of Law, CA	University of Washington, WA
Highland University, NM	Utah State University, UT
ITT Tech Institute, NM	Ventura College, CA
Little Big Horn College, MT	Washington State University, WA
Mesa Community College, AZ	Western New Mexico University, NM
Minot St. University, ND	Wheaton College, MA
New Mexico State University, NM	

ONLINE ADVERTISING (www.navajotimes.com)

Navajo Times.com is offering businesses an affordable opportunity to advertise on our Website. The Navajo Times webmaster can help you generate a functioning banner campaign that reaches not only across the Navajo Nation and its border towns, but the whole WORLD! You would be surprised who reads the Times over the net. Ask for Analytics and find out what Countries read our Newspaper.

Contact the Navajo Times display advertising department to learn more about our new, exciting, easy and affordable online advertising opportunities. Our new source of technology combines the power of rich-media advertising delivered to the thousands of online readers every week.

Online Advertising Rates (Rates based per month. 4% N.N. Tax not included)

Top Banner (728 x 90 pixels)

Home Page	\$250/month <i>0.025¢ per impression</i>
All but Home Page	\$230/month <i>0.023¢ per impression</i>

Bottom Banner (728 x 90 pixels)

Home Page	\$210/month <i>0.021¢ per impression</i>
All but Home Page	\$190/month <i>0.019¢ per impression</i>

Sky Scrapper 1 (120 x 60 pixels)

Home Page	\$240/month <i>0.024¢ per impression</i>
All but Home Page	\$220/month <i>0.022¢ per impression</i>

Sky Scrapper 2 (120 x 60 pixels)

Home Page	\$230/month <i>0.023¢ per impression</i>
All but Home Page	\$210/month <i>0.021¢ per impression</i>

In-Text Box & Banner (Box: 300 x 100 pixels; Banner: 468 x 49 pixels)

Home Page	\$220/month <i>0.022¢ per impression</i>
All but Home Page	\$200/month <i>0.020¢ per impression</i>

Half Scrapper 1 (120 x 240 pixels)

Home Page	\$200/month <i>0.020¢ per impression</i>
All but Home Page	\$180/month <i>0.018¢ per impression</i>

Half Scrapper 2 (120 x 240 pixels)

Home Page	\$190/month <i>0.019¢ per impression</i>
All but Home Page	\$170/month <i>0.017¢ per impression</i>

Online Advertising Build Time & Specifications

Typical build time varies, but if art is supplied, ad design time is 2 hours. Build time from scratch averages 3 hours. Build time can also vary, based on complexity of advertisement, whether there is any animation and approval processes. Supplied banners must be in GIF, JPEG or PNG formats. Original artwork and information should also be submitted incase of modification purposes. All emailed info and artwork file size should be no more than 1 megabyte.

DEMOGRAPHIC INFORMATION BY READERSHIP: (Navajo Nation)

By Age Group

Under 10	3%
10 - 24	18%
25 - 34	35%
Over 35	44%

By Sex

Male	55%
Female	45%

Race

Native American	85%
Anglo	10%
African American	2%
Hispanic	2%
Other race	1%

Education:

Some HS	8%
HS Grad	50%
Some College	22%
College Grad	15%
Post Grad Work	3%
Post Grad Degree	1%
Doctoral	1%

Income

\$100K	1%
\$75K - \$99.9K	1%
\$50K - \$74.9K	10%
\$35K - \$49.9K	28%
\$20K - \$34.9K	40%
Under \$20K	20%

CONTACT INFORMATION

Main office

P.O. Box 310
Window Rock, AZ 86515
Phone: 928-871-1130
Fax: 928-871-6409

Physical Street Address:
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