

# NAVAJO TIMES

Navajo Times Publishing Company, Inc. / P.O. Box 310 / Window Rock, AZ 86515 / 928-871-1130

## — 2016 MEDIA KIT —

### ADVERTISE WITH AN INDUSTRY LEADER

There's no contest, 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 with accurate, fair reporting. The Navajo Times is the largest Native American owned newspaper in the world distributing over 20,500 copies to the entire Navajo reservation and all major border towns including: Blanding, UT; Cortez, CO; Gallup, Farmington and Albuquerque, NM; Page, Holbrook, Flagstaff and Phoenix, AZ and many smaller townships in between.

That's not all; just take a look at our long list of awards from the past few years:

#### ADVERTISING AWARDS

##### 2015 Arizona Newspaper Association

- 1st General Excellence
- 1st Best Black & White Ad
- 2nd Best Color Ad
- 1st Best Paid Ad (Series) BW
- 1st Best Public Notice Section
- 3rd Best Special Section
- 2nd Best Classified Section
- 1st Best Promotion Ad, Series or Section
- 1st Best Pro Bono/PSA Ad

##### 2014 Arizona Newspaper Association

- 1st General Excellence
- 1st Best Black & White Ad
- 2nd Best Black & White Ad
- 3rd Best Black & White Ad
- 1st Best Paid Ad (Series) BW
- 1st Best Paid Ad (Series) Color
- 1st Best Promotion Ad, Series or Section
- 1st Best Pro Bono/PSA Ad
- 1st Classified Section
- 2nd Best Special Section
- 2nd Effective Use of Small Space
- 3rd Effective Use of Small Space
- 3rd Best Color Ad

##### 2013 Arizona Newspaper Association

- 2nd General Excellence
- 1st Best Promotion Ad, Series or Section
- 1st Best Pro Bono/PSA Ad
- 2nd Best Paid Ad (Series) Color
- 2nd Effective Use of Small Space
- 3rd Best Black & White Ad
- 3rd Best Online Ad Animation
- 3rd Best Special Section

##### 2012 Arizona Newspaper Association

- 2nd General Excellence
- 1st Best Pro Bono/PSA Ad
- 1st Best Promotion Ad, Series or Section
- 2nd Best Black & White Ad
- 3rd Best Paid Ad (Series) BW
- 3rd Best Color Ad
- 3rd Best Online Ad Static
- 3rd Best Online Ad Animation

#### PHOTOGRAPHY AWARDS

##### 2011 Native American Journalist Association

- 1st and 2nd Place Daily/Weekly Feature Photo
- 1st and 2nd Place Daily/Weekly News Photo
- 1st Place Daily/Weekly Sports Photo

##### 2011 Arizona Newspaper Association

- To Be Announced

##### 2010 - Arizona Newspaper Association

- 2nd use of Photography
- 2nd and 3rd News Photograph

- 2nd Sports Photograph
- 1st Feature Photograph

##### 2010 - Native American Journalist Association

- 2nd News Photo
- 1st Feature Photo
- 1st, 2nd and 3rd Sports Photo

##### 2009 - Arizona Newspaper Association

- 1st use of Photography
- 1st, 2nd and 3rd News Photograph
- 1st, 2nd and 3rd Sports Photograph
- 3rd Feature Photograph

##### 2009 - Native American Journalist Association

- 1st, 2nd and 3rd Photo News
- 1st, 2nd and 3rd Sports Photo

##### 2008 - Native American Journalist Association

- 1st Feature Photo
- 1st News Photo
- 1st use of Photography

##### 2008 - Arizona Newspaper Association

- 1st and 3rd Sports Photograph
- 1st and 3rd Feature Photograph
- 3rd Feature Photo Layout

##### 2008 - Arizona Press Club

- 2nd Non-Metro Photography
- 2nd Sports Action Photography
- 1st, 2nd and 3rd Sports Feature Photography

#### EDITORIAL AWARDS

##### 2011 - Native American Journalist Association

- 1st Place Daily/Weekly General Excellence
- 1st Place Daily/Weekly Layout
- 3rd Place Daily/Weekly News Story

##### 2011 - Arizona Newspaper Association

- 1st, 2nd and 3rd Place Daily/Weekly Feature Story
- 1st and 3rd Place Daily/Weekly Environment Story
- 1st, 2nd and 3rd Place Daily/Weekly Sports Story
- 1st and 3rd Place Daily/Weekly Column

##### 2011 - Arizona Press Club

- 1st Place Daily/Weekly Associate-Beat
- 1st, 2nd and 3rd Place Associate News
- 3rd Place Associate Coverage of Natives

##### 2011 - Arizona Newspaper Association

- Journalist of the Year
- 1<sup>st</sup> Place best sports story

##### 2010 - Arizona Newspaper Association

- 3rd General Excellence
- 1st Reporting and News writing Excellence
- 2nd Departmental News and Copywriting
- 2nd Sustained Coverage or Series,
- 2nd Investigative Reporting
- 2nd News Feature Story

##### 2010 - Arizona Press Club

- 3rd Health Reporting
- 2nd Environmental / Science Reporting
- 1st Social Issues Reporting
- 2nd Education Reporting
- 1st and 2nd Sports Reporting

- 3rd Column Writing

##### 2010 - Native American Journalist Association

- Richard LaCourse Award
- 1st News Story
- 1st Beat coverage of native Americans

##### 2009 - Arizona Newspaper Association

- 2nd Editorial Category
- 2nd Environmental Story
- 1st, and 3rd Feature Story
- 2nd Layout Broadsheet
- 1st and 3rd News Story
- 1st Sports Story
- 1st General Excellence

##### 2009 - Arizona Newspaper Association

- Zenger Award
- Story of the Year
- 3rd Reporting and News writing Excellence
- 2nd Reporting and News writing Excellence
- 3rd Page Design Excellence
- 2nd Editorial Page Excellence
- 2nd Sustained Coverage or series
- 1st Column, Feature or Criticism

##### 2008 - Arizona Press Club

- Community Journalist of the year
- 1st and 3rd Politics/Government Reporting
- 2nd Environmental /Health Reporting
- 1st Education Reporting
- 3rd Sustained Coverage
- 1st Lifestyle Reporting
- 2nd Sports Reporting

##### 2008 - Native American Journalist Association

- Richard LaCourse Award
- 1st General Excellence
- 1st Associate News Story
- 1st News Story
- 1st Associate Beat Coverage

##### 2008 - Arizona Newspaper Association

- In addition to those listed, the Editorial has had 31 additional titles with the Native American Journalist Association, Arizona Press Club and Arizona Newspaper Association
- 1st and 2nd News Story
- 3rd Sustained Coverage or series
- 3rd Investigative Reporting
- 2nd Sports Story
- 2nd Team, Sports or Sports Beat Coverage

##### 2009 - Native American Journalist Association

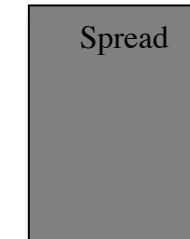
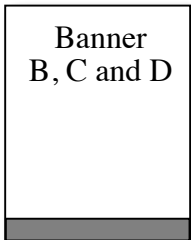
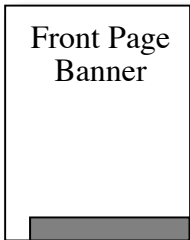
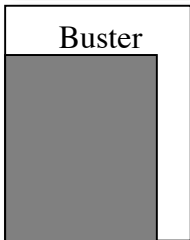
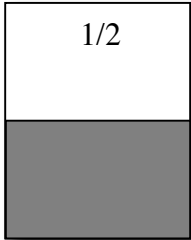
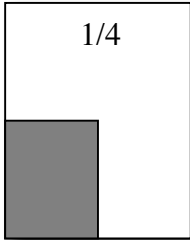
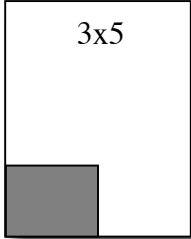
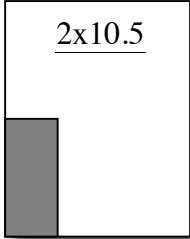
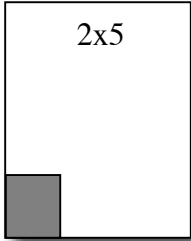
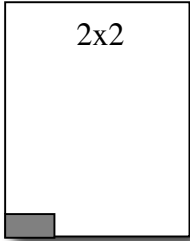
- Richard LaCourse Award
- 2nd and 3rd Associate Award
- 1st Feature Story
- 2nd Layout Broadsheet
- 1st and 2nd News Story
- 1st General Excellence

##### 2008 - Arizona Newspaper Association

- 2nd General Excellence

The Navajo Times is available at over 300 retailers in the Four Corners area. Our zones of distribution combine with our subscriptions for a circulation of 20,500 paid copies, an open invitation for advertisers interested in marketing through display, classifieds, online, announcements and pre-print inserts.

# DISPLAY ADVERTISING



## Happy or In Memory Ads

Our special rates are greatly marked down for birthdays, reunions, saying hello to a soldier, graduation, holidays and in memory. These ads are at 65% off and include free color, an additional \$180 value:

**Business card size 4"x2" - \$10.50 Standard 4"x5" - \$52.50**

Happy or In Memory ads are not for business or political use. These rates are always available.

## Display advertising rates

	Size	B&W	Color
2x2	4.1"x2"	\$ 58.80	\$ 247.80
2x5	4.1"x5"	\$ 147.00	\$ 336.00
2x10.5	4.1"x10.5"	\$ 308.70	\$ 497.70
3x5	6.2"x5"	\$ 220.50	\$ 409.50
1/4	6.2"x10.5"	\$ 463.05	\$ 652.05
1/2	12.5"x10.5"	\$ 926.10	\$1,115.10
Buster	10.4"x18"	\$1,323.00	\$1,512.00
Full	12.5"x21"	\$1,852.20	\$2,041.20
Spread	26"x21"	\$3,858.75	\$4,047.75

All prices include 5% NN Tax. Other sizes available  
Ask about our BULK discounts, you could receive up to **25% off!** Can't afford color? It's only \$50 for a spot color of your choice.

**Call Display Advertising  
for more details  
(928) 871-1145**

## Banners

Navajo Times offers the option to claim a front-page banner. Banners go quickly, sometimes up to a year in advance on a first-come-first-served basis.

	Size	Color
A Banner	10.4"x1.5	\$472.50
Banner	12"x1.5	\$367.50

## Display deadline

Navajo Times publishes every Thursday. Space reservations, material, and payment for display advertisements must be submitted before 5 p.m., Monday.

**Cancellation fee:** A 15% cancellation fee will apply to ads cancelled after deadline (5 p.m. Monday)

## Specifications for camera-ready ads

.PDF, .JPG, .Tiff, .Gif, .AI, and .PS are acceptable. CMYK or Grayscale, and 170 dpi sized to your ad's dimensions. We work on Mac in the CS5 and Adobe Creative Cloud Suite. Our award-winning designers can assist you in designing your ad at no extra cost. **First (2) proofs are complimentary – \$50 fee for each additional proof there after.**

## Special Editions

Each year we print New Year's, and Navajo Nation Fair editions. The New Year's edition highlights the top stories of the year in news, sports, education and more. The Navajo Nation Fair Tabloid focuses on the rich culture of the annual fair festivities including youth events, parade, carnival, concerts, powwow, and rodeo. The Fair tabloid also gives advertisers an extra boost. The tabloid is inserted into the regular newsstand edition as well as distributed for free at the fair. **Look for special discounted rates for this edition or call advertising at (928) 871-1145.**

# ONLINE ADVERTISING

Online Advertising is a powerful tool, the majority of our online readers are accessing the web from work. By targeting just our online readership you are reaching people in the work force

## Display advertising rates

Location	Size in Pixels	Cost Per Month
Top Banner	[w] 728 x [h] 90	\$ 262.50
Wide Scraper	[w] 160 x [h] 600	\$ 252.00
In-Text Box	[w] 300 x [h] 250	\$ 231.00
Half Scraper	[w] 120 x [h] 240	\$ 210.00

**Ask about animation! FREE your first time! \$30 for each additional animation.**

*Prices shown include 5% NN Tax. Weekly prices available, please call 928-871-1145 for more information.*

## How rotation works

Your one-month online advertisement will work on a rotation schedule. The cost you pay for is a guaranteed 10,000 impressions. During your run, your ad will be in rotation with several other ads, the amount determined by our monthly average visitors. As of summer 2012 our online readership averages just under 100,000 views a month. This means no more than 8 other ads will be in rotation with yours. If we have less, and we usually do, any additional impressions you gain are free. You will never be billed for more than the cost per month listed above. Tip: When calling to ask about advertising, ask which slot has the least ads in it, a smaller space could mean almost double the views for free!

**Call Display Advertising  
for more details  
(928) 871-1145**

NT Online Readers - Top 10 Cities <i>Jan - September, 2012</i>		
1. Phoenix, AZ Area		139,959
2. Window Rock, AZ Area		68,975
3. Albuquerque, NM		62,779
4. Chinle, AZ		43,555
5. Farmington, NM Area		24,361
6. Flagstaff, AZ		23,672
7. Los Angeles, CA		17,708
8. Tuscon, AZ		17,120
9. Gallup, NM		16,809
10. Denver, CO		15,126

## Online advertising time line

Navajo Times reserves the right to take up to two business days to post your advertisement. Your ad will run for it's allotted time from that date. Please allow an extra time for animations.

## Online advertising time line

While it isn't mandatory, your ad can link to your webpage. We recommend you choose a web address that links directly to content that is shown in the ad. If you don't have a website we can also link your ad to a PDF that displays more information. For an additional charge we can help you design this PDF.

## Online advertising specs

Supplied banners must be in Gif, JPG or PNG formats, we also accept html. Online ads must be sized exactly according to the chart above, 72 dpi and web optimized.

# PUBLIC NOTICE/CLASSIFIEDS

## Public Notice/Classified Advertising Rates

Need a fast quote? Log on to navajotimes.com and click the "Classifieds" link in the top bar it will take you to our online tool that will calculate your order and take payment in 3 easy steps!

**Call Public Notices  
for more details  
(928) 871-1148**

Cost for Navajo Times Public Notice/Classifieds is \$2 per line. Classifieds columns are 1.5 inches wide and print in size 9 Times New Roman. A linear border is \$12 per column inch plus \$2 per line. Legals print at a size 7 font. Notarized Affidavit is \$2 and must be requested prior to run date. Color is \$180 for full color or \$50 for spot color. All totals subject to 5% Navajo Nation tax.

## Classified deadline

Navajo Times publishes every Thursday. Space reservations, material, and payment for display and classifieds/legal advertisements must be submitted before 3 p.m., Monday.

# SPORTS, RODEO and COMMUNITY ANNOUNCEMENTS

## Sports, Rodeo and Community Announcement Rates

To advertise your event in one of our various calendars the rate is \$5 plus 5% Navajo Nation Tax. If your event is free to attendees/participants there is no cost for submission. Limit 100 words, no photos.

Call Announcements  
for more details  
(928) 871-1143

## Sports, Rodeo and Community Announcement deadline

Rodeo, sports, and community announcements are due Tuesday before 5 p.m.

## PRE-PRINT INSERTS

### Pre-print Inserts Rates

Pre-print inserts provide advertisers additional flexibility by targeting specific areas of the reservation and its border towns. Insert rate for pre-prints is \$75 per 1,000. You must provide inserts. There is no frequency discount on pre-print inserts.

### Pre-print inserts deadline

Pre-printed inserts are due Friday, 5 p.m., seven days prior to date of publication.

Call Circulation  
for more details  
(928) 871-1149

### Target zones for Pre-Print Inserts

#### Zone 1 – 2,570 in circulation

Ganado, Tuba City, Red Lake, and Cameron, AZ and Navajo, NM.

#### Zone 2 - 3,100 in circulation

Tohatchi, Sheepsprings, Burnham Jct, Shiprock, Waterflow, Fruitland/ Kirtland, Farmington, and Boomfield, NM

#### Zone 3 - 2,250 in circulation

Gamercro, Gallup, Pine Hill, Vanderwagon, Ramah, and Zuni, NM

#### Zone 4 – 1,855 in circulation

Ft. Defiance, Window Rock, St. Michaels, and Tse Bonito, NM

#### Zone 5 – 1,400 in circulation

Yatahey, Fort Wingate, Thoreau, Crownpoint, Pueblo Pintado, Torreon, and Cuba, NM

#### Zone 6 - 3,110 in circulation

Oljato, UT. Kayenta, Page, Kiabeto, Shonto, Chinle, Pinon and Manyfarms, AZ

#### Zone 7 – 1,301 in circulation

Lupton, Houck, Sanders, Chambers, Navajo, Holbrook, Winslow, Dilcon, Indian Wells, Leupp, and Flagstaff, AZ

#### Zone 8 - 1,430 in circulation

Beclabeto, NM. Tsaille, Teec Nos Pos, Lukachukai, Mexican Water, Rock Point, and Round Rock, AZ. Montezuma Creek, Bluff, Aneth, White Mesa, and Blanding, UT. Cortez, CO

#### Zone 9 – 650 in circulation

Milan/Grants, Canoncito, Laguna/Acoma, and Albuquerque, NM

#### Zone 11 – 415 in circulation

St. Johns, Show Low, Pinetop, Peridot, White River, San Carlos, Bylas, Snowflake, AZ

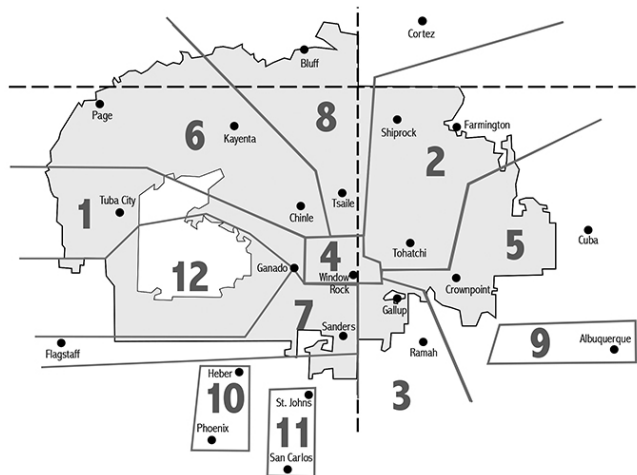
#### Zone 10 – 540 in circulation

Phoenix, Mesa, Tempe, Scottsdale, Payson, Heber, Fort McDowell, AZ.

#### Zone 12 – 1140 in circulation

Dilkon, Leupp, Indian Wells, Keams Canyon, Klagetoh, Ganado, Hopi (Polacca, Kykotsmovi).

**Subscriptions – 754 in circulation  
20,515 total distributed per week**



# FULL SERVICE PRINTING

## FULL SERVICE PRINTING

In need of a newsletter for your community school, or a new design for your current newsletter? Navajo Times offers provide full service printing. From a simple design with black ink to beautiful four color process. We offer quality printing at a reasonable price and professional layout and design by the very same people who produce the Navajo Times award winning layouts.

**Call Production  
for more details  
(928) 871-1152**

Quantity	4 Page Tabloid		8 Page Tabloid		12 Page Tabloid	
	B/W	Color	B/W	Color	B/W	Color
500	\$103.75	\$662.50	\$168.75	\$916.25	\$508.75	\$998.75
1000	116.25	682.50	118.75	935.00	541.25	1,037.50
2000	142.50	723.75	228.75	993.75	602.50	1,112.50
3000	165.00	757.50	268.75	1,052.50	663.75	1,186.25
5000	218.75	837.50	348.75	1,170.00	786.25	1,333.75
10,000	318.55	949.90	503.70	1,342.05	1,005.10	1,574.35

Quantity	16 Page Tabloid		20 Page Tabloid		24 Page Tabloid	
	B/W	Color	B/W	Color	B/W	Color
500	\$328.75	\$1,063.75	\$445.00	\$1,108.00	\$511.25	\$1,246.25
1000	365.00	1,111.25	490.00	1,236.25	563.75	1,310.00
2000	436.25	1,201.25	578.75	1,343.75	667.50	1,432.50
3000	506.25	1,290.00	666.25	1,450.00	770.00	1,553.75
5000	646.25	1,467.50	842.50	1,663.75	976.25	1,792.50
10,000	918.85	1,757.20	1,178.75	2,017.10	1,371.95	2,210.30

## Payments and Policies

### Accepted forms of payment

Display Advertising accepts Visa, MasterCard, American Express and Discover, contact our office at 928-871-1130 to process your credit card payment. Navajo Times also accepts Purchase Orders, and RDP. A money order or cashier's check, payable to Navajo Times can be mailed to: P.O. Box 310, Window Rock, AZ 86515. Navajo Times does not accept personal checks or cash.

### Advertising policies

All personal and political advertisements must be pre-paid, or advertisement will not be published. Political Advertisements must meet deadlines. Political Advertisements must say, "Paid for by..." at the bottom of the ad. Alcohol or Tobacco advertisements will NOT be accepted. There is no guaranteed placement in any section, layout is subject to editorial content and ads will be placed where they best fit. The Navajo Times is a non-commissionable organization and charges a flat rate. Advertisers will be billed after each run or monthly. If payment is not rendered in a 30-day period, 1.25% interest will be charged monthly until the delinquent account is paid in full. Management reserves the right to refuse the print of any advertisement. All advertisements include a 5% sales tax in accordance with the Navajo Nation Tax Commission.

# Navajo Times E-Edition

The Navajo Times offers two ways to get full access to our print edition, both in mailed subscription form and our online e-edition. With an online e-edition subscription you get access to not only each week only Thursday, but to the entire past year of news to look back and research. Our e-edition is accessible several ways:

## E-edition from your desktop computer

Visit [MyNewsOnTheGo.com/navajo](http://MyNewsOnTheGo.com/navajo) and click "Purchase a New Subscription. Follow the instructions to subscribe and be reading in no time.

## E-Edition pricing

One Time Edition	\$2.00
3 Months Subscription	\$25.50
Six Months Subscription	\$45.00
One Year Subscription	\$75.00

## Get the app and go mobile on your iPhone or iPad

Search and download the "My news on the go" app from itunes. Open the app and select Navajo Times from the list of publishers. Click "Purchase a new subscription" and follow the instructions to complete your order.

# SUBSCRIBE TO THE TIMES

## Subscription

Subscribe online! Visit [navajotimes.com/contact/subscriptions](http://navajotimes.com/contact/subscriptions) and click the "subscribe online" link. To purchase a subscription for the Navajo Times advance payment is required. Contact our office by phone to process your credit card payment; 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.

## Request Back Issues

To request a back issue contact the Circulation department. Cost is \$1.25 +shipping and handling.

Call Circulation  
for more details  
(928) 871-1149

We ship them to you the morning they hit the newsstands each week

## SUBSCRIBE TO THE NAVAJO TIMES

Full Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

**Or subscribe Online**  
<http://navajotimes.com/contact-us/subscriptions>

**Pre-payment is required**  
*Send payment & form to:*  
 NAVAJO TIMES - Circulation  
 P.O. Box 310, Window Rock, Arizona, 86515

## SELECT ONE

**United States**

3 Month - \$35.00

6 Month - \$70.00

1 Year - \$120.00

**Canada/Mexico**

3 Month - \$60.00

6 Month - \$125.00

1 Year - \$200.00

**International**

3 Month - \$125.00

6 Month - \$225.00

1 Year - \$400.00

Got questions? Please email us at [subscription@navajotimes.com](mailto:subscription@navajotimes.com)

Money Order or Cashier's Check, may be payable to NAVAJO TIMES.  
 To pay by Discover, VISA, or MasterCard; contact our office at (928) 871-1130.  
 Payment must be received before services begin.  
 Please do not send cash. No personal checks.

Highway 264 & Route 12  
 Window Rock, AZ  
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 Fax: (928) 871-1159

## CONTACT INFORMATION

### Main office

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