

# 2019 NAVAJO TIMES

## DISPLAY ADVERTISING RATES

### OPEN RATE ON COLUMN INCHES - \$15



#### Business Card (2X2)

[w] 4.1" x [h] 2"  
**Black/White**  
 \$63.60  
**Full Color**  
 \$254.40



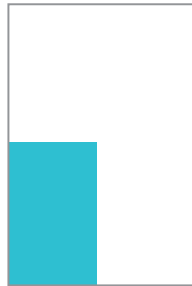
#### 1/12 Page (2X5)

[w] 4.1" x [h] 5"  
**Black/White**  
 \$159.00  
**Full Color**  
 \$349.80



#### 1/8 Page (3X5)

[w] 6.2" x [h] 5"  
**Black/White**  
 \$238.50  
**Full Color**  
 \$429.30



#### 1/4 Page

[w] 6.2" x [h] 10.5"  
**Black/White**  
 \$500.85  
**Full Color**  
 \$691.65



#### 1/2 Page

[w] 12.5" x [h] 10.5"  
**Black/White**  
 \$1,001.70  
**Full Color**  
 \$1,192.50



#### Page Buster

[W] 10.4" X [H] 18"  
**Black/White**  
 \$1,431.00  
**Full Color**  
 \$1,621.80



#### Full Page

[w] 12.5" x [h] 21"  
**Black/White**  
 \$2,003.40  
**Full Color**  
 \$2,194.20

#### Bulk Discount

**Black/White**  
 \$61.70  
**Full Color**  
 \$246.77

#### Bulk Discount

**Black/White**  
 \$143.10  
**Full Color**  
 \$314.82

#### Bulk Discount

**Black/White**  
 \$209.88  
**Full Color**  
 \$377.78

#### Bulk Discount

**Black/White**  
 \$425.72  
**Full Color**  
 \$587.90

#### Bulk Discount

**Black/White**  
 \$801.36  
**Full Color**  
 \$954.00

#### Bulk Discount

**Black/White**  
 \$1,073.25  
**Full Color**  
 \$1,216.35

#### Bulk Discount

**Black/White**  
 \$1,502.55  
**Full Color**  
 \$1,645.65

Advertisers are not limited to ad sizes listed in this rate card. Custom ad sizes are available. Please inquire about custom ad sizes with our advertising representatives. Bulk Discount rates are based on 13 weeks of Advertising, discount will vary depending on agreed total column inches. Prices shown are per week. 6% Navajo Nation Tax is included in all rates. Sizes can be customized to fit your advertising budget. There is no additional charge for designing your ad. First (2) proofs are complimentary - \$50 fee for each additional proof thereafter. A 15% cancellation fee will apply to ads canceled after deadline (5 p.m. Monday). For more information please contact an Advertising Representative.

## DEADLINE: 5 P.M. MONDAY

Complete, signed insertion order(s), payment and all ad copy (text, artwork, photos) must be received by deadline for that week's edition. Federally recognized holidays and special editions may have an early deadline, speak to an Advertising Representative for information regarding early deadlines. A 15% cancellation fee will apply to ads cancelled after deadline (5 p.m. Monday).

## ONLINE ADVERTISING - WWW.NAVAJOTIMES.COM

LOCATION	PER MONTH	SIZE (pixels)
Top Banner	\$265.00	[w] 728 x [h] 90
Wide Scraper	\$254.40	[w] 160 x [h] 600
In-Text Box	\$233.20	[w] 300 x [h] 250
Half Scraper	\$212.00	[w] 120 x [h] 240

Advertisers are not limited to ad sizes listed in this rate card. Other standard online ad spaces and weekly ad prices are also available. Inquire about custom ad sizes with our sales associates.

Online - Navajo Times Online works on a **ROTATION SCHEDULE**. Your ad will be in rotation with up to 10 other ads. The flat rates given are for 10,000 individual impressions a month. If we do not have other slots in the same space filled, you share any extra impressions free! That could be 1,000, 10,000, 40,000, up to 90,000 free views! You will never be charged for additional views.

## CIRCULATION

The Navajo Times is distributed every Thursday and circulates over 16,600 newspapers throughout the Four Corners region. We deliver to all major border towns including: Blanding, UT; Cortez, CO; Gallup & Farmington, NM; Page, Holbrook & Flagstaff, AZ. Our routes go beyond local areas too, we make Thursday deliveries as well as Albuquerque, NM and many towns in between.

## WANT TO ADVERTISE STATE-WIDE?

SIZE	DIMENSIONS	BLK/WHITE
2x4	[w] 3,792" x [h] 2"	\$735.00
2x2	[w] 3,792" x [h] 4"	\$1,470.00

Navajo Times participates in the Arizona Newspaper Association's Ad Network. Your small black and white ad will be featured in 82 newspapers, and be seen by around two million viewers in the state of Arizona. Deadline for state-wide advertising is Tuesday by 4:00 p.m. for the following week.

**NAVAJO TIMES**  
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