

# Navajo Times

DINÉ BI NAALTSOOS

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

## — 2021 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 16,600 copies to the entire Navajo reservation and all major border towns including: Blanding, UT; Cortez, CO; Gallup, Farmington and Albuquerque, NM; Page, Holbrook, Flagstaff, 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

##### 2020 - Arizona Newspaper Association

- 1<sup>st</sup> General Excellence
  - 1<sup>st</sup> Best Black & White Ad
  - 2<sup>nd</sup> Best Color Ad
- 2<sup>nd</sup> Best Public Notices Section
- 2<sup>nd</sup> Best Special Section
- 2<sup>nd</sup> Best Classified Section
- 1<sup>st</sup> Best Promotion, Ad, Series or Section
- 1<sup>st</sup> Best Pro Bono/PSA Ad

##### 2019 - Arizona Newspaper Association Newspaper of the Year (Non-Daily)

- 1<sup>st</sup> General Excellence
- 3<sup>rd</sup> Best Black & White Ad
- 1<sup>st</sup> Best Color Ad
- 1<sup>st</sup> Best Paid Ad Series-B&W
- 2<sup>nd</sup> Best Paid Ad Series-Color
- 2<sup>nd</sup> Most Effective Use of Small Space
- 1<sup>st</sup> Best Public Notice Section
- 3<sup>rd</sup> Best Online Ad-Static
- 3<sup>rd</sup> Best Online Ad-Animated
- 1<sup>st</sup> Best Promotion, Ad, Series or Section
- 3<sup>rd</sup> Best Pro Bono/PSA Ad

##### 2018 - Arizona Newspaper Association Newspaper of the Year (Non-Daily)

- 1<sup>st</sup> General Excellence
- 2<sup>nd</sup> Best Black & White ad
- 2<sup>nd</sup> Best Color Ad
- 2<sup>nd</sup> Best Paid Ad Series
- 3<sup>rd</sup> Most Effective Use of Small Space
- 1<sup>st</sup> Best Public Notice Section
- 1<sup>st</sup> Best Online Ad (Static)
- 3<sup>rd</sup> Best Classified Section
- 1<sup>st</sup> Best Promotion, Ad, Series or Section
- 1<sup>st</sup> Best Pro Bono/PSA Ad

##### 2017 Arizona Newspaper Association Newspaper of the Year (Non-Daily)

- 1<sup>st</sup> General Excellence
- 1<sup>st</sup> Best Black & White Ad
- 1<sup>st</sup> Best Color Ad
- 2<sup>nd</sup> Best Paid Ad Series-B&W
- 1<sup>st</sup> Best Paid Ad Series-Color
- 2<sup>nd</sup> Best Public Notices Section
- 2<sup>nd</sup> Best Classified Section
- 2<sup>nd</sup> Best Online Ad-Static
- 1<sup>st</sup> Best Newspaper Promotion Ad

#### PHOTOGRAPHY AWARDS

##### 2020 - Arizona Newspaper Association

- 1<sup>st</sup> General Excellence
- 1<sup>st</sup> Best Use of Photography
- 2<sup>nd</sup> Best News Photography
- 3<sup>rd</sup> Best News Photography
- 1<sup>st</sup> Best Sports Photography
- 1<sup>st</sup> Best Feature Photograph
- 2<sup>nd</sup> Best Feature Photograph

##### 2019 - Arizona Newspaper Association

- 1<sup>st</sup> General Excellence
- 1<sup>st</sup> Best Use of Photography
- 1<sup>st</sup> Best News Photography
- 2<sup>nd</sup> Best News Photography
- 1<sup>st</sup> Best Feature Photography

##### 2018 - Arizona Newspaper Association

- 1<sup>st</sup> General Excellence
- 1<sup>st</sup> Best Use of Photography
- 1<sup>st</sup> & 3<sup>rd</sup> Best News Photography
- 1<sup>st</sup> Best Sports Photography
- 1<sup>st</sup> Best Feature Photography

##### 2017 Arizona Newspaper Association

- 1<sup>st</sup> Best Use of Photography
- 2<sup>nd</sup> Best News Photograph
- 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> Best Sports Photograph
- 1<sup>st</sup> & 2<sup>nd</sup> Best Feature Photograph
- 1<sup>st</sup> & 2<sup>nd</sup> Best Feature Photo Layout

##### 2016 Arizona Newspaper Association

- 1<sup>st</sup> Best Use of Photography
- 1<sup>st</sup> & 3<sup>rd</sup> Best News Photograph
- 2<sup>nd</sup> Best Sports Photograph
- 1<sup>st</sup> Best Feature Photograph
- 1<sup>st</sup> Best Feature Photo Layout
- 2<sup>nd</sup> Best Feature Photo Layout

#### EDITORIAL AWARDS

##### 2020 - Arizona Newspaper Association

- 1<sup>st</sup> General Excellence
- 1<sup>st</sup> Best Headline
- 1<sup>st</sup> Best Sustained Coverage or Series
- 1<sup>st</sup> Investigative Reporting
- 1<sup>st</sup> Best Team, Sport/Sports Beat Coverage
- 1<sup>st</sup> Best Feature Story
- 1<sup>st</sup> Best Column, Feature or Commentary
- 1<sup>st</sup> Best Website
- 2<sup>nd</sup> Best Sustained Coverage or Series
- 2<sup>nd</sup> Best Team, Sport/Sports Beat Coverage
- 2<sup>nd</sup> Best Column/Feature/Commentary

##### 2019 - Arizona Newspaper Association Newspaper of the Year (Non-Daily)

- 1<sup>st</sup> General Excellence
- 2<sup>nd</sup> Reporting & Newswriting
- 3<sup>rd</sup> Dept. News & Copywriting
- 3<sup>rd</sup> Page Design
- 1<sup>st</sup> Comm Service/Journalistic
- 3<sup>rd</sup> Special Section
- 2<sup>nd</sup> Best News Story
- 2<sup>nd</sup> Investigative Reporting
- 1<sup>st</sup> Best Sports Story
- 1<sup>st</sup> & 3<sup>rd</sup> Best Column/Analysis/Commentary
- 2<sup>nd</sup> Best Column, Feature or Criticism
- 1<sup>st</sup> Best Multimedia Storytelling

##### 2018 - Arizona Newspaper Association Newspaper of the Year (Non-Daily)

- 1<sup>st</sup> General Excellence
- 1<sup>st</sup> Reporting & Newswriting
- 2<sup>nd</sup> News & Copywriting
- 2<sup>nd</sup> Page Design
- 1<sup>st</sup> Editorial Page
- 1<sup>st</sup> Newspaper Website
- 1<sup>st</sup> Best Headline
- 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> Best News Story
- 1<sup>st</sup> Best Sustained Coverage
- 3<sup>rd</sup> Investigative Reporting
- 1<sup>st</sup> Best Team/Sports Beat
- 1<sup>st</sup> Best Column/Analysis/Commentary
- 1<sup>st</sup> Best Column/Feature/Criticism

##### 2017 - Arizona Newspaper Association Newspaper of the Year (Non-Daily)

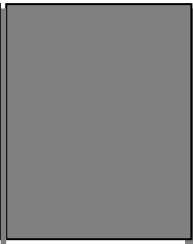
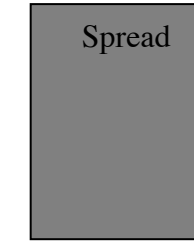
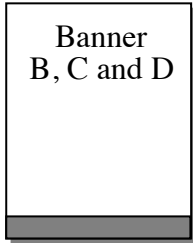
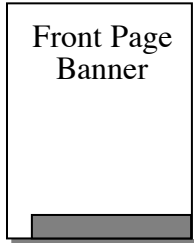
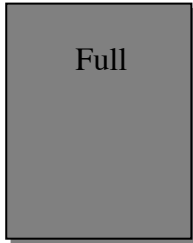
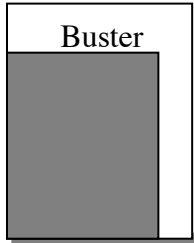
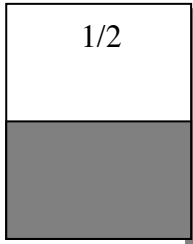
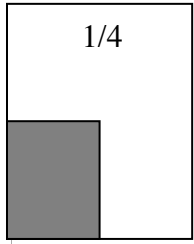
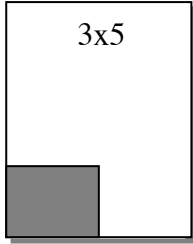
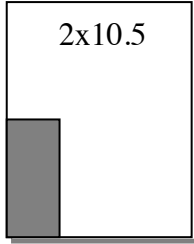
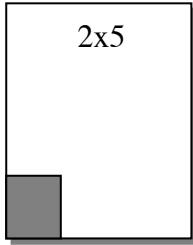
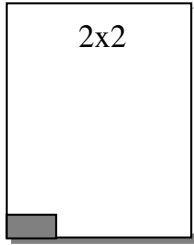
- 1<sup>st</sup> General Excellence
- 1<sup>st</sup> Dept. News & Copywriting
- 1<sup>st</sup> Page Design
- 1<sup>st</sup> Best Special Section
- 1<sup>st</sup> Best Newspaper Online Site
- 1<sup>st</sup> Best Headline
- 2<sup>nd</sup> Best Sustained Coverage
- 2<sup>nd</sup> Investigative Reporting
- 1<sup>st</sup> Best Sports Column
- 1<sup>st</sup> Best Feature Story
- 1<sup>st</sup> & 3<sup>rd</sup> Best Column, Feature or Criticism
- 1<sup>st</sup> Best Multimedia Storytelling

##### 2017 - Native American Journalist Association

- 1<sup>st</sup> Place Daily/Weekly General Excellence
- 1<sup>st</sup> & 2<sup>nd</sup> Best Environmental Coverage
- 1<sup>st</sup> & 3<sup>rd</sup> Best Column
- 1<sup>st</sup> & 3<sup>rd</sup> Best Health Coverage
- 1<sup>st</sup> & 2<sup>nd</sup> Best Sports Story
- 1<sup>st</sup> & 3<sup>rd</sup> Best News Story
- 1<sup>st</sup> Best Layout

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 13,500 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 85% off and include free color, an additional \$180 value:

**Business card size 4"x2" - \$21.20 Standard 4"x5" - \$53.00**

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"	\$ 63.60	\$ 254.40
2x5	4.1"x5"	\$ 159.00	\$ 349.80
2x10.5	4.1"x10.5"	\$ 333.90	\$ 524.70
3x5	6.2"x5"	\$ 238.50	\$ 429.30
1/4	6.2"x10.5"	\$ 500.85	\$ 691.65
1/2	12.5"x10.5"	\$1,001.70	\$1,192.50
Buster	10.4"x18"	\$1,431.00	\$1,621.80
Full	12.5"x21"	\$2,003.40	\$2,194.20
Spread	26"x21"	\$4,173.75	\$4,364.55

Advertisers are not limited to ad sizes listed in this media kit. Custom ad sizes are available. Please inquire about custom ad sizes with our advertising representatives. All prices include 6% NN Sales Tax.

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

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.

## 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	\$530.00
Banner	12"x1.5	\$424.00

## Display deadline

Navajo Times publishes every Thursday. Space reservations, material, and payment for display advertisements must be submitted before 5 p.m., Monday. Camera ready ad deadline by 9 a.m., Tuesday.

**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 200 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

www.navajotimes.com

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	\$ 265.00
Wide Scraper	[w] 160 x [h] 600	\$ 254.40
Large Box	[w] 336 x [h] 280	\$ 233.20
Half Scraper	[w] 120 x [h] 240	\$ 212.00

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

*Advertisers are not limited to ad sizes listed in this media kit. Other standard online ad spaces and weekly ad prices are also available. Please inquire with our sales associates by calling Display Advertising. Prices shown include 6% NN Sales Tax.*

## 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 January 1, 2020 our online readership averages in fewer than 260,355 views a month and 1,963,749 unique views annually. 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 States <i>January - December, 2019</i>	
1. Arizona	260,355
2. New Mexico	210,532
3. California	118,240
4. Illinois	90,507
5. Nevada	60,551
6. Texas	60,475
7. Colorado	59,157
8. Utah	35,278
9. New York	20,020
10. Washington	18,427

## 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 its allotted time from that date. Please allow an extra time for animations.

## Online advertising URL/Webpage link

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 \$3 per line. Classifieds columns are 1.5 inches wide and print in size 9 Times New Roman. A linear border is \$14 per column inch plus \$3 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 6% 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 6% Navajo Nation Tax. If your event is free to attendees/participants there is no cost for submission. Limit 50 words, no photos.

Call Announcements  
for more details  
(928) 871-1143

## Sports, Rodeo and Community Announcement Deadline

Community calendar deadline is Monday by 5 p.m. Rodeo/Sports calendar deadline is Tuesday by 12 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 – 2,000 in circulation

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

#### Zone 2 – 2,500 in circulation

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

#### Zone 3 – 2,000 in circulation

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

#### Zone 4 – 1,375 in circulation

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

#### Zone 5 – 1,200 in circulation

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

#### Zone 6 – 2,525 in circulation

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

#### Zone 7 – 1,110 in circulation

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

#### Zone 8 - 1,300 in circulation

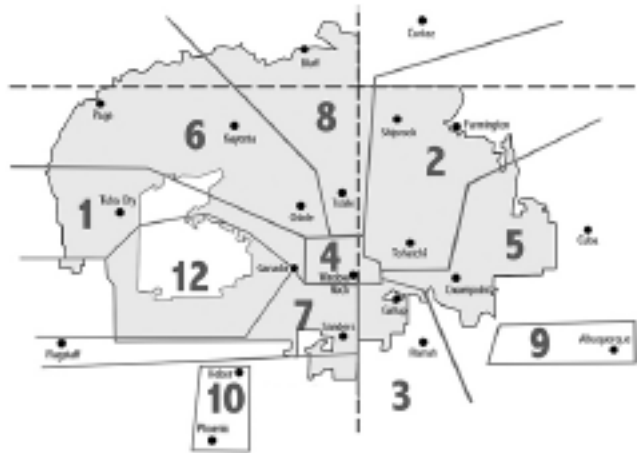
Beclabeto, NM. Tsaille, Teec Nos Pos, Lukachukai, Mexican Water, Rock Point, and Round Rock, AZ. Montezuma Creek, Bluff, Aneth, White Mesa, and Blanding, UT. Cortez, CO

#### Zone 9 – 500 in circulation

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

#### Zone 10 – 855 in circulation

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



Subscriptions – 732 in circulation  
16,100 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 6% Navajo Nation Sales Tax in accordance with the Office of 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  
 86515-0310  
 Phone: (928) 871-1130  
 Fax: (928) 871-1159

## **CONTACT INFORMATION**

### **Main office**

P.O. Box 310  
Window Rock, AZ 86515  
Phone: 928-871-1130  
Fax: 928-871-1159

Physical Street Address:  
Jct. of AZ Highway 264 & Navajo Route 12  
Window Rock, AZ 86515

### **C.E.O/Publisher**

Tommy Arviso, Jr.  
Phone: 928-871-1135  
Fax: 928-871-1159  
[tarviso@navajotimes.com](mailto:tarviso@navajotimes.com)

### **Business Department**

Olivia L. Benally, Finance Director  
Phone: 928-871-1134  
[obenally@navajotimes.com](mailto:obenally@navajotimes.com)

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