

Navajo Times

DINÉ BI NAALTSOOS

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

— 2022 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 with 13,500 paid circulation copies distributed 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

2021 - Arizona Newspaper Association

2nd General Excellence

- 2nd Newspaper Promotion Ad
- 2nd Best Classified Section

2020 - Arizona Newspaper Association

1st General Excellence

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

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

1st General Excellence

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

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

1st General Excellence

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

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

1st General Excellence

- 1st Best Black & White Ad
- 1st Best Color Ad
- 2nd Best Paid Ad Series-B&W
- 1st Best Paid Ad Series-Color
- 2nd Best Public Notices Section

PHOTOGRAPHY AWARDS

2021 - Arizona Newspaper Association

2nd General Excellence

- 1st Best Use of Photography
- 1st Best News Photography
- 2nd Best News Photography
- 1st Best Feature Photograph
- 1st Best Photo Layout
- 2nd Best Photo Layout

2020 - Arizona Newspaper Association

1st General Excellence

- 1st Best Use of Photography
- 2nd Best News Photography
- 3rd Best News Photography
- 1st Best Sports Photography
- 1st Best Feature Photograph
- 2nd Best Feature Photograph

2019 - Arizona Newspaper Association

1st General Excellence

- 1st Best Use of Photography
- 1st Best News Photography
- 2nd Best News Photography
- 1st Best Feature Photograph

2018 - Arizona Newspaper Association

1st General Excellence

- 1st Best Use of Photography
- 1st & 3rd Best News Photography
- 1st Best Sports Photography
- 1st Best Feature Photograph

2017 Arizona Newspaper Association

1st Best Use of Photography

- 2nd Best News Photograph
- 1st, 2nd & 3rd Best Sports Photograph
- 1st & 2nd Best Feature Photograph
- 1st & 2nd Best Feature Photo Layout

EDITORIAL AWARDS

2021 - Arizona Newspaper Association

2nd General Excellence

- 2nd Reporting & Newswriting
- 2nd Page Design
- 1st Editorial Page
- 1st Community Service
- 1st Best Headline
- 1st, 2nd & 3rd Best Sustained Coverage
- 1st Best Sports Story
- 1st & 2nd Best Feature Story
- 1st Enterprise Reporting

2020 - Arizona Newspaper Association

1st General Excellence

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

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

1st General Excellence

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

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

1st General Excellence

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

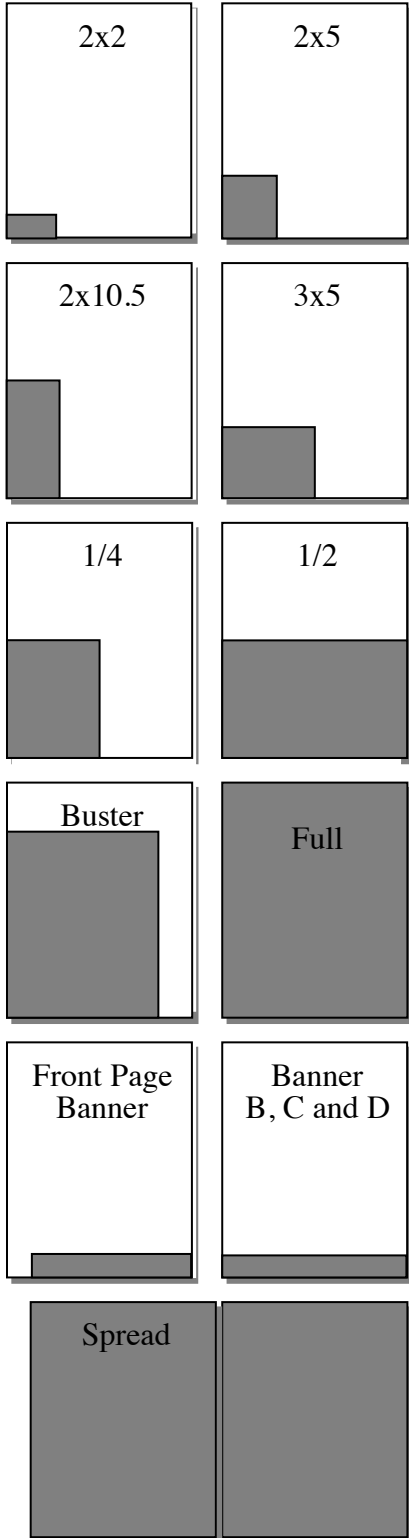
2017 - Arizona Newspaper Association Newspaper of the Year (Non-Daily)

1st General Excellence

- 1st Dept. News & Copywriting
- 1st Page Design
- 1st Best Special Section
- 1st Best Newspaper Online Site
- 1st Best Headline
- 2nd Investigative Reporting
- 1st Best Sports Column

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**

BULK Discounts: We offer up to **25% discount**. Advertiser must remit payment within net terms thirty (30) days of invoice date to receive a full discount. Failure to make payment within terms will **null** and **void** entire discounts and will **revert** to the **open rate**.

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.

Fees: Cancellation fee - A 15% cancellation fee will apply to ads cancelled after deadline (5 p.m. Monday). A late fee 2% will be applied to past due invoices (net terms, 30 days). Requests for additional invoice(s) & tear sheet(s) will incur a \$5 service fee for each invoice/tear sheet. A 15% rush fee will apply to ads purchased after deadline.

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 (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.**

Refunds

All advance payments in full for advertising shall be granted due to any terms or unforeseen circumstances beyond reasonable control (such as inclement weather, natural disasters, riots, labor disputes, national crisis) where both Parties' are forced into contractual termination resulting in cancellation of event(s); a 15% service fee will be incurred.

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 January - December, 2019	
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 NOTICES/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

Navajo Times Public Notice/Classifieds is \$3.00 per line. Classifieds columns are 1.5 inches wide and print in size 9 Times New Roman. A linear ad with border is \$14 per column inch plus \$3.00 per line. A linear column ad is \$3.00 per line. Legal print at a size 7 font.

Color Fee

\$180.00 for full color or \$50.00 for spot color.

Sales Tax

A 6% Navajo Nation sales tax will be applied to all orders.

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.

Notarized Affidavit

\$2.00 fee. Required by most legal ads, please specify when ordering if needed.

Payment

Prepayment is required for all classified/legal notices. Payment must be made in full in order for publishing. Navajo Times accepts all major credit cards, money order, and cashier's check. NO PERSONAL CHECKS. Make money order payable to Navajo Times Publishing Company, Inc.

For more information call 928-871-1148 or email legals@navajotimes.com.

MANAGEMENT RESERVES THE RIGHT TO REFUSE THE PUBLICATION OF ANY ADVERTISEMENT.

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.

Circulation

The Navajo Times is available at hundreds of outlets throughout the Southwest.

We have 10 routes that our carriers deliver the Navajo Times to every Thursday morning (holiday schedule vary). The Navajo Times currently has 13,500 paid circulation, with 480 subscriptions delivered electronically.

Back issues

Call the Circulation Department for more information at (928) 871-1149.

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

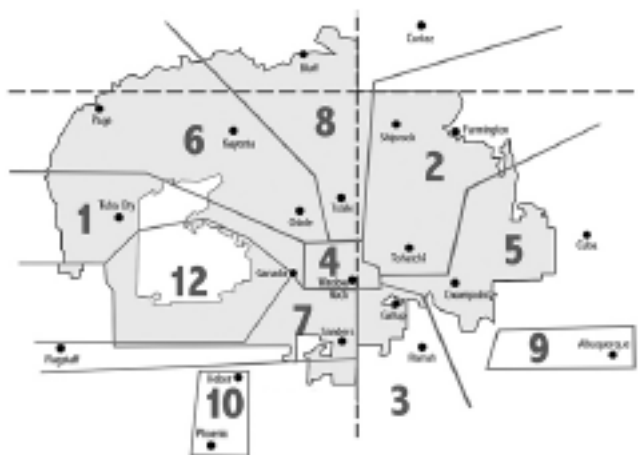
Beclabeto, NM. Tsailie, Teec Nos Pos, Lukachukai, Mexican Water, Rock Point, and Round Rock, AZ. Montezuma Creek, Bluff, Aneth, White Mesa, and Blanding, UT. Cortez, CO

Zone 9 – 500 in circulation

Milan/Grants, Canonicito, 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
13,500 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 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 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

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
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CONTACT INFORMATION

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