


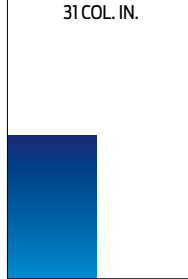





Navajo Times

DINÉ BI NAALTSOOS

2022 DISPLAY ADVERTISING RATES

Open Rate on Column Inches - \$15

4 COL. IN.	10 COL. IN.	15 COL. IN.	31 COL. IN.	63 COL. IN.	90 COL. IN.	126 COL. IN.
						
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. Prices shown are per week. 6% Navajo Nation Tax is included in all rates. There is no additional charge for designing your ad. First (2) proofs are complimentary - \$50 fee for each additional proof there after. Bulk Discount rates are based on 13 weeks of Advertising, discount will vary depending on agreed total column inches. 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 back to the open rate. For more information please contact an Advertising Representative. **MANAGEMENT RESERVES THE RIGHT TO REFUSE THE PUBLICATION OF ANY ADVERTISEMENT.**

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. Camera ready art must be submitted by 9:00 a.m., Tuesday. 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). A 15% rush fee will apply to ads purchased 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
2x2	[w] 3.792" x [h] 2"	\$735.00
2x4	[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.

Fees: 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.