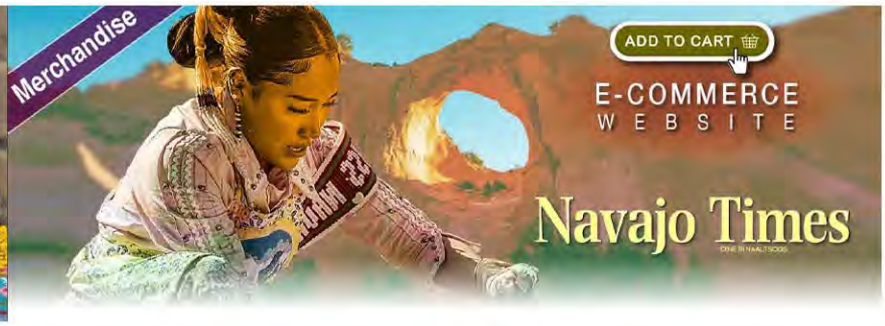




Navajo Times

DINÉ BI NAALTSOOS

2026 Media Kit

Advertise with an Industry Leader

NAVAJO TIMES

WINDOW ROCK - There's no contest, just ask any Navajo what paper they read most, and they will confirm our readership loyalty 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 10,000 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.







Reach your target Audience

NAVAJO TIMES

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 8,600 paid copies, an open invitation for advertisers interested in marketing through display, classifieds, online, social media, public announcements and pre-print inserts.

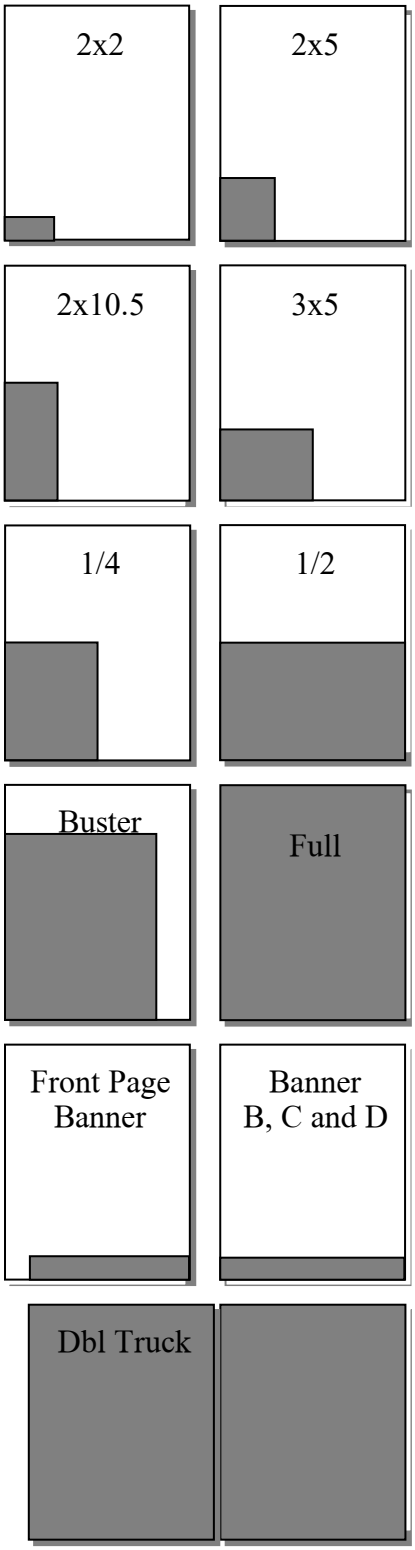
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WHERE TO BUY
The Times is sold in stores throughout the region.
navajotimes.com/contact-us/where-to-buy-the-times/

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 4.1"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"	$ 59.53	$ 250.16
2x5	4.1"x5"	$ 148.40	$ 339.20
2x10.5	4.1"x10.5"	$ 311.64	$ 502.44
3x5	6.2"x5"	$ 222.60	$ 413.40
1/4	6.2"x10.5"	$ 467.46	$ 658.26
1/2	12.5"x10.5"	$ 934.92	$1,125.72
Buster	10.4"x18"	$1,335.60	$1,526.40
Full	12.5"x21"	$1,869.84	$2,060.64
Dbl Truck	26"x21"	$3,895.50	$4,086.30

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). Request for additional invoice(s) & tear sheet(s) will incur a $10 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
Full Scraper	[w] 160 x [h] 600	$ 254.40
Large Box	[w] 336 x [h] 280	$ 233.20
Half Scraper	[w] 160 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.

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

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, 2025 our online readership averages in fewer than 310,000 views a month and 2,080,000 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!

NT Online Readers - Top 10 States *January - December, 2024*	
1. Arizona	295,125
2. New Mexico	260,002
3. California	127,290
4. Illinois	98,572
5. Nevada	67,324
6. Texas	66,402
7. Colorado	61,922
8. Utah	37,841
9. New York	24,160
10. Washington	20,371

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 onto 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 Helvetica. A linear ad with border is $13 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

$4.00 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 PRIOR to publishing. Navajo Times accepts all major credit cards, money order, and cashier's check payable to Navajo Times Publishing Company, Inc. **NO PERSONAL CHECKS!**

For more information call 928-871-1148 / 1144 or email legals@ntpc.biz

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

SPORTS, RODEO, COMMUNITY & OBITUARY 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) 871-1139

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. Rodeo Results – Maximum 400 words, there after $4.00 per line.

Obituary

Maximum 400 words, there after $4.00 per line.

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 8,600 paid circulations, with 310 subscriptions delivered electronically.

Back issues are available at $2.50 each. Additional pricing for shipping, based on weight.

Call the Circulation Department for more information at (928) 871-1149 or 928-871-1150.

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 at noon, seven days prior to date of publication.

Call Circulation for more details (928) 871-1149 / 1150

Target Zones for Pre-Print Inserts

Zone 1 – 1,000 in circulation
Ganado, Tuba City, Red Lake, and Cameron, Flagstaff, AZ and Navajo, NM.

Zone 2 – 1,450 in circulation
Tohatchi, Sheepsprings, Burnham Jct, Shiprock, Waterflow, Fruitland/ Kirtland, Farmington, Aztec, and Boomfield, NM

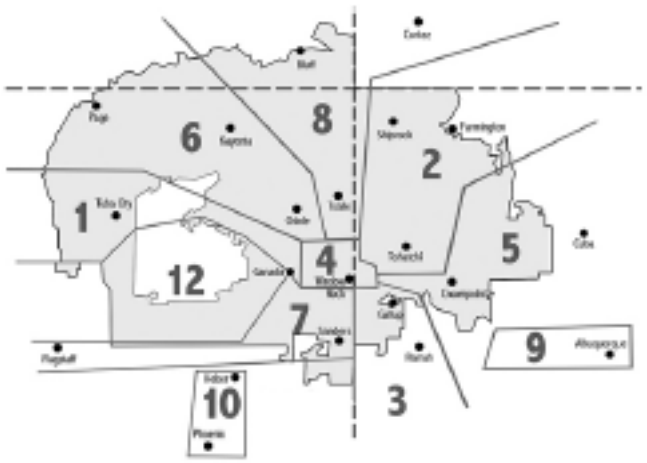
Zone 3 – 1,275 in circulation
Gamerco, Gallup, Pine Hill, Vanderwagon, Ramah, and Zuni, NM

Zone 4 – 800 in circulation
Ft. Defiance, Window Rock, Sawmill, St. Michaels, and Tse Bonito, NM

Zone 5 – 700 in circulation
Yatahey, Fort Wingate, Thoreau, Church Rock, Crownpoint, Pueblo Pintado, Torreon, and Cuba, NM

Zone 6 – 1,065 in circulation
Oljato, UT. Kayenta, Page, Kiabeto, Shonto, Chinle, Pinon and Manyfarms, AZ

Zone 8 – 1,060 in circulation
Beclabeto, NM. Tsaile, Teec Nos Pos, Lukachukai, Mexican Water, Rock Point, and Round Rock, AZ. Montezuma Creek, Bluff, Aneth, White Mesa, and Blanding, UT. Cortez, CO



Subscriptions – 732 in circulation
11,500 total distributed per week

Zone 9 – 300 in circulation
Milan/Grants, Canoncito, Laguna/Acoma, Santa Ana, and Albuquerque, NM

Zone 10 – 800 in circulation
Lupton, Sanders, Chambers, Navajo Holbrook, Winslow, Dilkon, Leupp, Indian Wells, Keams Canyon, Klagetoh, Ganado, Hopi (Polacca, Kykotsmovi).

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 produced by the award-winning Navajo Times.

Email Production Department at opatterson@ntpc.biz for pricing and details



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.% 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 https://navajotimes.com/contact-us/subscriptions/ and click the store link. 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 sent to P.O. Box 310, Window Rock, AZ 86515.

Request Back Issues
To request a back issue contact the Circulation department. Cost is Éą.ęó Óshipping and handling.

Call Circulation for more details (928) 871-1149 / 1150



College and University Subscribers

ARIZONA STATE UNIVERSITY	TEMPE	AZ	85287
ARIZONA STATE UNIVERISTY CRONKITE SCHOOL	PHOENIX	AZ	85004
ARIZONA STATE UNIVERSITY POLYTECHNIC CAMPUS	MESA	AZ	85212
BIA HASKELL INDIAN NATIONS UNIVERSITY	LAWRENCE	KS	66046
CENTRAL NEW MEXICO COMMUNITY COLLEGES	ALBUQUERQUE	NM	87106
COLORADO COLLEGE	COLORADO SPRINGS	CO	80903
CORNELL UNIVERSITY	ITHACA	NY	14853
DINE COLLEGES	TSAILE	AZ	86556
EL CAMINO COLLEGE	TORRANCE	CA	90506
FOND DU LAC COLLEGE	CLOQUET	MN	55720
HIGHLANDS UNIVERSITY	LAS VEGAS	NM	87701
INDIANA UNIVERSITY	BLOOMINGTON	IN	47405
INSTITUTE OF AMERICAN INDIAN ARTS	SANTA FE	NM	87502
MASSACHUSETTS INSTITUTE OF TECHNOLOGY	CAMBRIDGE	MA	02142
MESA COMMUNITY COLLEGE	MESA	AZ	85202
NAVAJO TECHNICAL UNIVERSITY	CROWNPOINT	NM	87313
NEW MEXICO STATE UNIVERSITY	LAS CRUCES	NM	88003
NORTHLAND PIONEER COLLEGES	HOLBROOK	AZ	86025
NORTHWESTERN UNIVERSITY	EVANSTON	IL	60208
PHOENIX COLLEGE	PHOENIX	AZ	85013
PRINCETON UNIVERSITY	PRINCETON	NJ	08540
SAN JUAN COLLEGES	FARMINGTON	NM	87402
SCOTTSDALE COMMUNITY COLLEGE	SCOTTSDALE	AZ	85256
SINTE GLESKA UNIVERSITY	MISSION	SD	57555
SOUTH MOUNTAIN COMMUNITY COLLEGE	PHOENIX	AZ	85042
STANFORD UNIVERSITY	STANFORD	CA	94305
UNIVERSITY OF CALIFORNIA DAVIS	DAVIS	CA	95616
UNIVERSITY OF KANSAS WATSON	LAWRENCE	KS	66045
UNIVERSITY OF UTAH	SALT LAKE CITY	UT	84112
UNIVERSITY OF WASHINGTON	SEATTLE	WA	98195
UNIVERSITY OF CALIFORNIA SANTA BARBARA	SANTA BARBARA	CA	93106
UNIVERSITY OF ILLINOIS	URBANA	IL	61801
UNIVERSITY OF MONTANA	MISSOULA	MT	59812
UNIVERSITY OF NEW MEXICO	ALBUQUERQUE	NM	87131
UNIVERSITY OF NEW MEXICO	GALLUP	NM	87301
UNIVERSITY OF OKLAHOMA	NORMAN	OK	73071
UTAH STATE UNIVERSITY BLANDING	BLANDING	UT	84511
WESTERN NEW MEXICO UNIVERSITY	SILVER CITY	NM	88062

CONTACT INFORMATION

Main office

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Fax: 928-233-6275

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Vacant, Reporter
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Vacant, Reporter
Phone: 928-871-1130

Vacant, Reporter
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