



Introductory Website Advertising Rates Effective April 1, 2008 - April 1, 2009

Showcase your establishment on the New Mexico Magazine Website!

New Mexico Magazine launched a new and improved website on March 1, 2008 with strong content, a modern look and fantastic results! The website is now a top resource for New Mexico and the perfect complement to *New Mexico Magazine* providing current issue information/stories, archives, videos, blogs/cyber cafe, photo tours, regional info and much more. Come and tour the website at www.nmmagazine.com

For the first year only, we will offer special introductory advertising rates on our website for clients to effectively reach general or targeted audiences. All ads have a click-through feature offering easy access to your website. We are able to host animated ads allowing you to develop a creative and eye-catching advertisement.

* New Mexico Magazine Website receives approximately 35,000 visitors per month!

* More than 50,000 page views *Visitors from more than 100 countries

* Largest viewings outside of New Mexico are from CA, TX followed by CO and NY

| Ad Pricing | Home Page | Portals & Feature Pages | Secondary Tier Pages |
|-----------------|-----------|----------------------------|-------------------------|
| NET - Per Month | | | |
| Leaderboard | \$500 | \$100 | \$75 |
| Skyscraper | \$400 | \$75 | \$50 |
| Banner | \$350 | \$60 | \$40 |
| Half Banner | \$200 | \$40 | \$25 |
| Rectangle | \$200 | \$40 | \$25 |
| Button | \$150 | \$25 | \$15 |

New Mexico Magazine Advertisers receive additional discounts:

Advertise a frequency of 1-5 times in the printed edition and receive 10% discount on web ads

Advertise a frequency of 6-12 times in the printed edition and receive 15% total discount for web ads

Ad Specifications:

Web ads need to be submitted complete and ready to upload to website. We accept three file formats: .jpg's, gif's or animated flash files .swf's. File size can be a maximum of 30 kb. Ads can be click-through to clients' website so please provide website address. If submitting an animated flash file (swf) then click-through website link needs to be imbedded into swf file.

If sending web ad from a Mac please utilize Yahoo or G-mail and select option for web ad to be sent as "Attachment." Otherwise, ad will come embedded in e-mail and we can not extract file. We also have an FTP site but you must have an FTP client application.

Space reservation: 1st of each month, ads due on the 10th and will be posted by the 15th monthly.

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Ad Dimensions

Leaderboard Banner Ad
728px X 90px



Banner Ad
468px X 60px



Half Banner Ad
234px X 60px



Rectangle
180px X 150px



Button
120px X 90px



Skyscraper
160px X 600px



Please note that these ad boxes are approximate sizes. We have provided as a visual representation of what ads will look like on website. Please size ads according to px size.