

Non Profit Pricing #22

Effective 1/1/09

New Mexico Magazine offers special discount pricing for all non-profits that are 501(c)3 and 501(c)6 entities. The discount increases as the frequency of ads increases.

Frequency	See General Rates for dollar amount
1x buy	6x rate
3x buy	9x rate
6x buy	12x rate
9x buy	12x rate
12x buy	15% discount

General Rates

black & white	1x	3x	6x	9x	12x
1/6 page	\$ 820	\$ 740	\$ 700	\$ 655	\$ 565
1/3 page	\$1,625	\$1,465	\$1,390*	\$1,300*	\$1,125*
1/2 page	\$2,320*	\$2,090*	\$1,985*	\$1,860*	\$1,565*
2/3 page	\$3,045*	\$2,745*	\$2,600*	\$2,440*	\$2,030*
full page	\$3,890*	\$3,505*	\$3,320*	\$3,115*	\$2,743*

four color	1x	3x	6x	9x	12x
1/6 page	\$1,480	\$1,335	\$1,265	\$1,185	\$ 990
1/3 page	\$2,375*	\$2,140*	\$2,030*	\$1,905*	\$1,630*
1/2 page	\$3,410*	\$3,075*	\$2,915*	\$2,735*	\$2,420*
2/3 page	\$4,520*	\$4,075*	\$3,860*	\$3,625*	\$3,250*
full page	\$5,745*	\$5,180*	\$4,910*	\$4,605*	\$4,185*

covers	1x	3x	6x	9x	12x
Inside Back	\$5,475*	\$4,935*	\$4,680*	\$4,390*	\$4,235*
Inside Front	\$6,035*	\$5,440*	\$5,160*	\$4,840*	\$4,470*
Back	\$6,265*	\$5,645*	\$5,350*	\$5,020*	\$4,675*

*Reader Response Program for General Rates

Reader Response is a free program that offers readers the opportunity to request information from specific advertisers. Readers fill out a card and drop it in the mail indicating they want information from your company. We then e-mail you their contact information weekly for your use. All qualifying size ads are noted by astrics next to rates above. Minimum qualifying ads are also shown below.

All larger ads qualify.

- 1/3 pg ROB 4-Color
- 1/3 pg 6x frequency ROB Black & White or larger (all larger ads qualify)