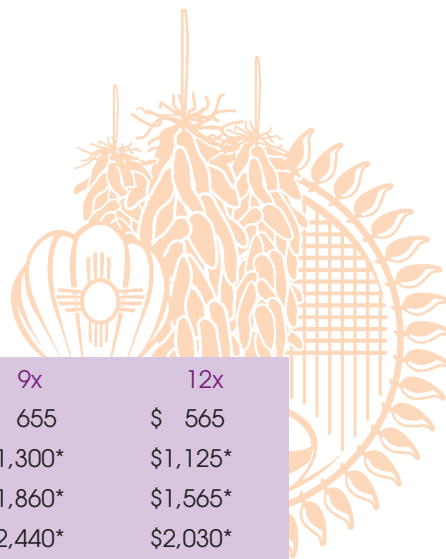


GENERAL RATES #22

Effective 1/1/09



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)

Supplemental Rate Information

Please note that all ad rates listed are Gross Rates

Preferred position: For a guaranteed ad position, add 10% to all space rates. Preferred position is subject to availability.

Late Ad Charges: The advertiser will get a one-day grace period after deadline. \$50 late fee for second day, \$100 for third day, \$150 thereafter. Ads inserted at blueslines will be billed a \$150.00 late fee.

Cancellations: Advertisers who cancel their space reservation after the closing deadline will be billed 20% of ad total.

DIGITAL SPECS FOR NEW MEXICO MAGAZINE

Effective January 1, 2009



RUN OF BOOK

	W		H
1/6 hori:	4.8125"	x	2.375"
1/6 vert:	2.3125"	x	4.875"
1/3 hori:	4.8125"	x	4.875"
1/3 vert:	2.3125"	x	10"
2/3 vert:	4.8125"	x	10"
1/2 hori:	7.3125"	x	4.875"
1/2 vert:	4.8125"	x	7.375"
FP no bleed:	7.3125"	x	10"
FP bleed:	8.625"	x	11.125"
FP trim:	8.25"	x	10.75"
Live area	7.3125"	x	10"

Digital File Requirements

PRESS OPTIMIZED PDF FILES OR PDX/1A FILES ARE REQUIRED

- All fonts and images must be embedded.
- All elements must be converted to CMYK
- High resolution - 300 dpi
- PDF files should be generated through InDesign CS or Adobe Distiller. If supplied file is problematic, PDF files will be converted to TIFF files if necessary to ensure proper file output.
- InDesign CS, are not encouraged.
- Quark Xpress 3.3 to 5.0 and Publisher files are not accepted.
- Artwork embedded in MS Word files are not accepted.
- Illustrator EPS files for logos only, with fonts converted to outline.
- Photoshop TIFF files; all layers must be flattened
- Color converted to CMYK.

RESOLUTION

- Color and grayscale artwork or photos should have an effective resolution of 300 dpi.
- New Mexico Magazine will not be responsible for image quality in cases where low-resolution image files are submitted.

SUBMITTING DIGITAL AD FILES

- Files up to 15MB may be e-mailed to production@nmmagazine.com.
- Larger files may submitted on CD and sent to your advertising representative or uploaded to our FTP site.
- FTP information is available upon request.
- File name should include advertiser's name and ad size.
- When sending files via e-mail, note in subject line advertiser's name and issue ad will appear in. When submitting files on disc, clearly label with advertiser's name and issue ad will appear in.

COLOR PROOFING

- Color displayed on computer monitors is RGB, and not an accurate guide to what the color will look like when printed.
- All colors used in native file should be converted from RGB or Spot (Pantone, etc.) colors to CMYK before generating PDF.
- Scans of color images should be done on a calibrated system. Desktop flatbed scanners are generally suitable for greyscale or line-art scans, but not for color scans.
- Colormatch, IRIS or Rainbow proofs are recommended for accurate color match; the magazine will not be responsible for quality of color reproduction if uncalibrated ink-jet, copier or no color proof is supplied.

Please contact your sales representative for ad material deadlines and questions about advertising rates (on reverse side).

Technical/Production-related questions should be addressed to Lisa Malaguti at 505-476-0205 or emailed to production@nmmagazine.com