

**The Mountain Times**

**A Sacramento Mountains Newspaper**

**Advertising Packet**

**Readership is conservatively estimated at 6,000 a month.**

**The Newspaper and Advertisers can be viewed on the Internet  
at [WWW.MOUNTAINTIMES.NET](http://WWW.MOUNTAINTIMES.NET) and [WWW.TIMBERON.INFO](http://WWW.TIMBERON.INFO)**

**Signature Ad... 1"x 4"**

\$13.00 a Month\* for 1 Month (No Contract)

\$12.00 a Month\* for 6 or 12 Month Contract with Internet Exposure

**Business Card Ad... 2"x 4"**

\$26.00 a Month\* for 1 Month (No Contract)

\$23.00 a Month\* for 6 or 12 Month Contract with Internet Exposure

\*Can be rotated to make a 4"x 2" Ad

**1/16 Page Ad... 2"x 5"**

\$32.00 a Month for 1 Month (No Contract)

\$28.00 a Month for 6 or 12 Month Contract with Internet Exposure

\*Can be rotated to make a 5"x 2" Ad

**1/16 Page Ad... 2.5"x 4"**

\$32.00 a Month for 1 Month (No Contract)

\$28.00 a Month for 6 or 12 Month Contract with Internet Exposure

\*Can be rotated to make a 4"x 2.5" Ad

\* Totals include Sales Tax. Sales Tax was figured by the Otero County Rate of 5.6875%. Ad sizes are approximate, as they can vary slightly to fit the monthly format of the paper.

Internet Exposure consists of being presented as a Sponsor on [WWW.MOUNTAINTIMES.NET](http://WWW.MOUNTAINTIMES.NET), the Sacramento Mountains Website... and [WWW.TIMBERON.INFO](http://WWW.TIMBERON.INFO), the Timberon Website. Both are high traffic sites used by residents of the mountains and visitors seeking information and entertainment.

Sponsors are described as the businesses that care enough about the Sacramento Mountains and those living there to support the Websites. Your Ad will appear on both Sites as a Sponsor in a 2" x 4" format. A portion of all advertising dollars go towards keeping up the Websites.

Being on Contract represents a savings of about 10% and include Internet Exposure. If the contract is not Pre-Paid, we will bill you monthly.

Custom sizes are available! The printable area of the newspaper is 10" wide by 16" tall. Your ad can take up any variety of dimensions within this area. Pricing is approximately \$3.00 per square inch by the month, but is adjusted for contract orders. Call, or ask your sales person, for a quote.

**1/12 Page Ad... 3"x 5"**

\$48.00 a Month for 1 Month (No Contract)

\$43.00 a Month for 6 or 12 Month Contract with Internet Exposure

\*Can be rotated to make a 5"x 3" Ad

**1/12 Page Ad... 2.5"x 6"**

\$48.00 a Month for 1 Month (No Contract)

\$43.00 a Month for 6 or 12 Month Contract with Internet Exposure

\*Can be rotated to make a 6"x 2.5" Ad

**1/8 Page Ad... 2.5"x 8"**

\$64.00 a Month for 1 Month (No Contract)

\$58.00 a Month for 6 or 12 Month Contract with Internet Exposure

\*Can be rotated to make a 8"x 2.5" Ad

**1/8 Page Ad... 4"x 5"**

\$64.00 a Month for 1 Month (No Contract)

\$58.00 a Month for 6 or 12 Month Contract with Internet Exposure

\*Can be rotated to make a 5"x 4" Ad

**1/8 Page Ad... 10"x 2"**

\$64.00 a Month

for 1 Month (No Contract)

\$58.00 a Month for 6 or 12 Month  
Contract with Internet Exposure

\*Can be rotated to  
make a 2"x 10" Ad

**1/6 Page Ad... 5"x 6"**

\$95.00 a Month for 1 Month (No Contract)

\$86.00 a Month for 6 or 12 Month Contract with Internet Exposure

\*Can be rotated to make a 6"x 5" Ad

**1/6 Page Ad... 4"x 7.5"**

\$95.00 a Month for 1 Month (No Contract)

\$86.00 a Month for 6 or 12 Month Contract with Internet Exposure

\*Can be rotated to make a 7.5"x 4" Ad

**OTHER AD SIZES** Those too large for examples

**1/2 Page Ad... 8" x 10"**

\$254.00 a Month\* for 1 Month (No Contract)

\$229.00 a Month for 6 or 12 Month Contract with Internet Exposure

**3/4 Page Ad... 12" x 10"**

\$381.00 a Month\* for 1 Month (No Contract)

\$343.00 a Month for 6 or 12 Month Contract with Internet Exposure

**Full Page Ad... 16" x 10"**

\$508.00 a Month\* for 1 Month (No Contract)

\$457.00 a Month for 6 or 12 Month Contract with Internet Exposure

**1/4 Page Ad... 8"x 5"**

\$127.00 a Month for 1 Month (No Contract)

\$114.00 a Month for 6 or 12 Month Contract with Internet Exposure

\*Can be rotated to make a 6"x 5" Ad

# Mountain Times Advertising Work Order / Contract

Please Print

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ WebSite: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Note: As a result of trying to keep our Ad prices reasonable, cost margins are tight. Ad prices do tend to change from time to time due to printing cost, etc... It is to your advantage to lock in the current price by taking out a contract!

**AD SIZE...** \_\_\_\_\_ Enter Ad Dimensions

**AD WILL RUN...** \_\_\_\_\_ to \_\_\_\_\_ Enter Starting and Ending Month

**CONTRACT...** \_\_\_\_\_ Enter Only 1 Month, 6 Month, or 12 Month Contract

**PAYMENT...** \_\_\_\_\_ Enter Billed Monthly or Pre-Pay

**AMOUNT...** \_\_\_\_\_ Enter Monthly Cost or Pre-Pay Amount

## ADDITIONAL COMMENTS OR INSTRUCTIONS

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I would like to run an Ad in the MOUNTAIN TIMES for the time period and at the price indicated above. I accept the responsibility of paying for said Ad within a fifteen day period of the publishing date. Also, I understand that in the event a contract period is not fulfilled I am liable for the difference between the contract percentage discount and regular Ad price. Please note, the enforcement of the preceding sentence depends upon the circumstances - we are very understanding of unexpected problems that occur in all businesses and will work with you on this.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

All Ads should be in by the 25th to make that month's paper. Ads will be run again automatically for contract customers if no changes are received by the 25th of the month. This paper reserves the right to refuse Ads that it deems out-of-character and/or contrary to the purposes of the paper or the welfare of its readers.

Mountain Times, PO Box 190, Timberon, NM 88350

Phone: 505-987-2561 Fax: 505-987-2561 Toll Free: 1-877-987-2561 Email: newspaper@mountaintimes.net