

The Mountain Times

A Sacramento Mountains Newspaper

Advertising Packet

Advertisers can be seen in the Newspaper and on the Internet at
WWW.MOUNTAINTIMES.NET

The Mountain Times is a monthly paper, having newspaper stands in all the Sacramento Mountain Communities and in Alamogordo. Our advertising rates are kept low to give the businesses serving the mountains every advantage possible, and our readers the most information about available services.

Our Rates...

Advertising rates in the Mountain Times are \$2.75 per square inch for regular monthly Ads with no contract. If you take out a six or twelve month contract, the rates are \$2.50 per square inch. If we believe it is of interest to our readers, we will run industry-related articles in the paper and credit them to your company - a form of additional advertising.

There is a graph on the next page that you can lay your Ad on and determine its size. Do not use fractions, rather go up to the next size. For example... Most business cards are 2 inches high by 3 1/2 inches wide. For advertising purposes this will be figured at 2 inches high by 4 inches wide. Below are some examples of the different rates using popular Ad sizes...

Business Card Example

Monthly (No Contract)	2 inches high by 4 inches wide equals 8 square inches. 8 square inches times \$2.75 equals \$22.00, adding the local tax of .056875, your cost per month comes to \$23.25.
6 and 12 Month Contract	2 inches high by 4 inches wide equals 8 square inches. 8 square inches times \$2.50 equals \$20.00, adding the local tax of .056875, your cost per month comes to \$21.14.

Popular 5 x 3 Ad Example

Monthly (No Contract)	5 inches high by 3 inches wide equals 15 square inches. 15 square inches times \$2.75 equals \$41.25, adding the local tax of .056875, your cost per month comes to \$43.60.
6 and 12 Month Contract	5 inches high by 3 inches wide equals 15 square inches. 15 square inches times \$2.50 equals \$37.50, adding the local tax of .056875, your cost per month comes to \$39.63.

Larger 6 x 10 Ad Example

Monthly (No Contract)	6 inches high by 10 inches wide equals 60 square inches. 60 square inches times \$2.75 equals \$165.00, adding the local tax of .056875, your cost per month comes to \$174.38.
6 and 12 Month Contract	6 inches high by 10 inches wide equals 60 square inches. 60 square inches times \$2.50 equals \$150.00, adding the local tax of .056875, your cost per month comes to \$158.53.

On the next page is a chart to help measure your Ad - up to a certain size. You can also use a ruler. We will design your Ad for you, usually free of charge, if you are going on a contract. If you have any questions, call local 505-987-2523, or Email newspaper@mountaintimes.net

Don't figure fractions -- Go to next largest size if Ad falls between measurement lines. You can also use a ruler.

Place
Corner
Here

	1	2	3	4	5	6	7
1							
2							
3							
4							
5							
6							
7							
8							
9							

The printable area of the newspaper is 10" wide by 16" tall. Your ad can take up any variety of dimensions within this area. Your Ad will never run smaller than its original size, however it may be enlarged to fit certain monthly formats.

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 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

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 preceeding 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.