

# 2011

## NAVAJO TIMES Advertising Rates



### Deadline: 5 p.m. Monday

This includes signed paperwork, payment and any art or text to be in your ad for the Thursday edition of the same week. Some holiday editions may have a special early deadline, please call an Advertising Representative to see if there will be an early deadline during major holidays.

4% Navajo Nation Tax is included in all rates below. Sizes can be customized to fit your advertising budget. There is no additional charge for layout and design, typesetting and photo editing. For questions please contact a Advertising Representative.

### Open Rate on Column Inches - \$14

Size	Dimensions	Blk/White	Color	Bulk Discount	
				Blk/White	Full Color
2x2	[w] 4.1" x [h] 2"	\$ 58.24	\$ 245.44	\$ 56.49	\$ 238.08
2x5	[w] 4.1" x [h] 5"	\$ 145.60	\$ 332.80	\$ 131.04	\$ 299.52
3x5	[w] 6.2" x [h] 5"	\$ 218.40	\$ 405.60	\$ 192.19	\$ 356.93
1/4 Page	[w] 6.2" x [h] 10.5"	\$ 458.61	\$ 645.81	\$ 389.84	\$ 548.96
1/2 Page	[w] 12.5" x [h] 10.5"	\$ 917.28	\$ 1,104.48	\$ 733.82	\$ 883.58
Full Page	[w] 12.5" x [h] 21"	\$ 1,834.56	\$ 2,021.76	\$ 1,375.92	\$ 1,516.32

Bulk Discount rates based on 13 weeks of Advertising, discount will vary depending on agreed total column inches. Price given is per week.

### Online Advertising

Location	Per Month	Size (pixels)
Top Banner	\$ 260.00	[w] 728 x [h] 90
Sky Scraper	\$ 249.60	[w] 120 x [h] 60
In-Text Box	\$ 228.80	[w] 300 x [h] 100
Bottom Banner	\$ 218.40	[w] 728 x [h] 90
Half Scraper	\$ 208.00	[w] 120 x [h] 240

#### How Rotation Works:

Navajo Times Online works on a rotation schedule. Your ad will be in rotation with up to 2 other ads. The flat rates given are for 10,000 individual impressions a month. If we do not have other advertisers in rotation in a same space, you can receive up to 30,000 individual impressions a month as an added value. You will never be charged for additional views.

### Circulation

The Navajo Times is distributed every Thursday and circulates over 24,000 newspapers throughout the Four Corners area. The Navajo Times delivers to the entire Navajo Reservation as well as all major border towns including: Blanding, Utah; Cortez, CO; Gallup, Farmington, & Albuquerque, NM; Page, Holbrook, Flagstaff & Phoenix, AZ and many smaller townships in-between.

[www.navajotimes.com](http://www.navajotimes.com)

## NAVAJO TIMES

NEWSPAPER OF THE NAVAJO PEOPLE

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