



PUBLICATION DAY: Wednesday
DEADLINE: Mondays at Noon MST.
CONTACT: 505-287-3840
ads@cibolacitizen.com

OPEN/LOCAL RATES

RETAIL & CLASSIFIED DISPLAY

\$8.00 PCI Black & White

COLOR RATES ADD:

1" - 30" \$2.00 PCI

31" -62" \$1.00 PCI

63" - 126" \$.75 PCI

POLITICAL ADVERTISING

\$10.00 PCI Black & White

NON-PROFIT (501c3) RATE

\$6.00 PCI, 2" Minimum

CLASSIFIED LINE ADS

\$5.00 per ad (10 words or less)

\$.25 per word additional

PRE-PRINTED INSERTS

\$350.00 1 oz or less

\$375.00 1.01 oz - 2.00 oz

\$400.00 2.01 oz - 3.00 oz

\$425.00 3.01 oz +

Full Run Only - 3,000 Qty.

Send To: 1 New Mexico Plaza, Santa Fe, NM 87507

NATIONAL/AGENCY RATES

Rates as indicated, net-to-paper. Volume discounts available.

PUBLIC NOTICES (LEGAL ADVERTISING)

Submit via Word Document to ads@cibolacitizen.com for quote

First run \$.68 per agate line, \$.52 per line thereafter

MODULAR SIZE PROGRAM

	COLOR	B&W	DIMENSIONS
Full Page	\$950	\$890	11.13" x 21.00"
Half Page	\$500	\$450	11.13" x 10.50"
Qtr. Page	\$270	\$230	5.50" x 10.50"
Eighth Page	\$145	\$120	5.50" x 5.25"

Classified Business Directory

Bus. Card	\$28/wk.	Open	3.63" x 2.00"
Bus. Card	\$20/wk.	4+ Weeks	3.63" x 2.00"
Bus. Card	\$18/wk.	Annual	3.63" x 2.00"

MEASUREMENTS

LOCAL & CLASSIFIED DISPLAY ADVERTISING

Columns	Inches
1	1.75"
2	3.63"
3	5.50"
4	7.38"
5	9.25"
6	11.13"

OBITUARIES

Submit via Word Doc to ads@cibolacitizen.com for quote

CIBOLACITIZEN.COM

DIGITAL ADVERTISING

Includes visibility throughout all local web display positions

728x90 & 300x250

Per Month

50%

\$750

25%

\$400

10%

\$175

5%

\$90

NEWSLETTER ADVERTISING

600x200

Per Month

Top

\$200

Middle

\$150

Lower

\$100

Publisher reserves the right to reject or cancel any advertisement or part of any advertisement at any time. When an advertisement contains an error which is not the fault of an advertiser or agency, the liability of the publisher shall not exceed supplying a correction letter and credit for the space occupied by incorrect item - this includes public notices and legal advertising. In no event is the publisher liable for special, consequential, incidental, indirect or punitive damages, including but not limited to lost profits. No responsibility is assumed for more than one incorrect insertion of any advertisement. Where proof of ad is submitted, advertiser assumes all responsibility for any error not marked on a proof. There shall be no liability for non-insertion of any advertisement beyond the amount paid for such advertisements. All advertising is required to be paid in advance, prior to publishing, unless credit has been established and approved. Political advertising must be paid in advance and approved by publisher. Ad placement is not guaranteed without a 25% additional charge. Color placements are subject to availability. **Effective January 1, 2022.**