

NEW ROCKFORD Transcript

Official Newspaper of Eddy County Since 1883

PUBLISHED WEEKLY EACH MONDAY

TOTAL REACH

Transcript

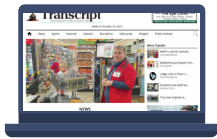


2,500
NEWSPAPER
PRINT READERS

County
EXTRA



2,500
COUNTY EXTRA
PRINT READERS



1,175
WEBSITE
VISITORS

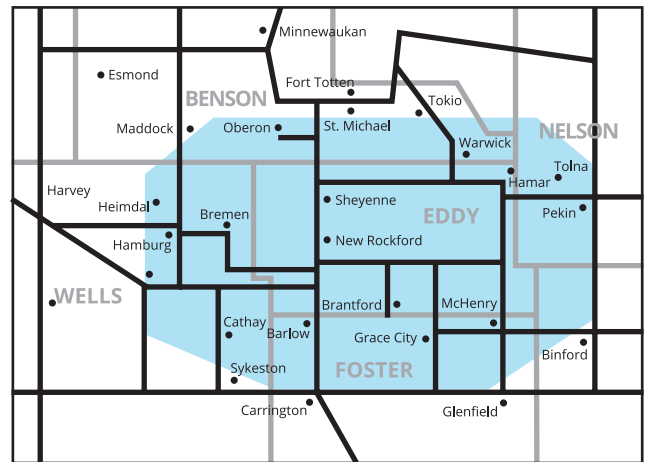
6,175 PEOPLE WEEKLY

SHOPPER

County
EXTRA

Serving Benson, Eddy, Foster,
Nelson & Wells Counties
Delivered by USPS each Saturday

MAP OF PRIMARY MARKET AREA



DIGITAL ENGAGEMENT



77%
MOBILE



18%
DESKTOP



5%
TABLET



12,000
MONTHLY
PAGE VIEWS

facebook



3,500
MONTHLY
REACH



1,400
FOLLOWERS

CONTACT INFORMATION

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nrtranscript@gmail.com

ADVERTISING DEADLINE

• 12:00 p.m. Wednesday prior to Monday issue

OPEN RATES

\$6.50 per column inch black & white
\$75 surcharge spot color /\$150 process color

MECHANICAL REQUIREMENTS

- Page size: 6 col. x 21 in.
- Col. width: 10 picas or 1.667 in., 1 pica between columns
- File: PDF or vector file, embed all images and fonts



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ADVERTISING PACKAGES

BRONZE

BUSINESS CARD AD (2X2)
EACH WEEK

300 X 250 WEB AD

\$95 PER MONTH
SAVE \$30

SILVER

BOX DISPLAY AD (3X4)
EACH WEEK

300 X 250 WEB AD
MOBILE "TOP OF PAGE" AD

\$249 PER MONTH
SAVE \$100

GOLD

QUARTER PAGE AD (3 X 10)
EACH WEEK

MOBILE "TOP OF PAGE" AD
FRONT PAGE SPLASH
FOR 7 DAYS

\$699 PER MONTH
SAVE \$280

ADVERTISER MAY CHOOSE TO COMBINE COLUMN INCHES AND RUN ONE OR TWO LARGER ADS WITH ANY PACKAGE. EX. SILVER PACKAGE ADVERTISER CAN RUN (2) 3 COL. X 8 IN. ADS OR (1) 4 COL. X 12 IN AD AND CHOOSE WEEK(S). DIGITAL ADS RUN FOR FULL 30 DAYS, UNLESS OTHERWISE INDICATED.

ANNUAL SPECIAL FEATURE SPONSORSHIP PACKAGE

Fall Semester Collegiate Congratulations (Jan)
National Ag Week (March)
EMS Week (May)
NR-S Graduation (May)
Spring Semester Collegiate Congrats (June)
Eddy County 4-H (July)
Back to School (Aug)
Homecoming (Sept/Oct)
Fire Prevention Week (Oct)
Veteran's Day (Nov)

\$240 TOTAL
Billed quarterly @ \$60

INSERTS - PREPRINT RATES

Insert circulation= 2,300

- One Sheet (8 1/2 in. x 11 in. maximum) . . . 12¢
- Four Page Tab. 13¢
- Eight Page Tab 14¢
- Twelve Page Tab. 15¢
- Catalog insert rates negotiated

We can print full-color inserts

8.5" x 11" double sided glossy
2,300 copies inserted for \$799
(Requires 2-week advance notice)

CLASSIFIED ADVERTISING (TEXT)

- Open weekly rate: \$7 for 20 words, \$.10 cents per extra word, 50% off for subsequent weeks.
- **13 week special: \$25 for 20 words, plus \$.65 cents per word thereafter**
- 'Card of Thanks': \$10 for 50 words, \$.10 cents per word thereafter