

11. CLOSING TIMES

Day	Space Reservation & Pub Set Copy	Camera Ready Copy Due
Monday Journal	5 PM Thursday	Noon Friday
Monday Business Outlook Journal	11 AM Thursday	Noon Friday
Tuesday Journal	11 AM Friday	Noon Monday
Wednesday Journal	5 PM Friday	Noon Tuesday
Thursday Journal	5 PM Monday	Noon Wednesday
Thursday Business Outlook Journal	5 PM Monday	Noon Wednesday
Friday Venue	5 PM Monday	5 PM Tuesday
Friday Journal	5 PM Tuesday	Noon Thursday
Saturday Entertainer	5 PM Tuesday	Noon Thursday
Saturday Journal	Noon Wednesday	Noon Friday
Sunday Travel/Leisure	5 PM Tuesday	Noon Thursday
Sunday Journal	5 PM Wednesday	Noon Friday

Holidays, Magazines and Special Sections:

Early deadlines, please inquire.

ROP Color: Reservation 4 days in advance, printing material and cancellation 3 days before publication.

12. MECHANICAL SPECIFICATIONS

a. Printing Process: Offset. Advertising produced by photo composition.

b. Standard page, 6 columns (11.5") wide by 21.5" deep.
Tabloid page, 5 columns (9.5") wide by 11.5" deep.

c. Standard Double Trucks: measure 24" x 21.5" and is billed at 268.75 column inches. Other widths are available.

d. Tabloid Double Truck measures 20.566" x 11.5" and is billed at 126.50 column inches.

Standard page	Tabloid Page
1 Column 1.8125"	1 Column 1.8125"
2 Column 3.75"	2 Column 3.75"
3 Column 5.6875"	3 Column 5.6875"
4 Column 7.625"	4 Column 7.625"
5 Column 9.5625"	5 Column 9.5625"
6 Column 11.5"	

e. Electronic Ad Guidelines

PDFs are preferred. Please contact your advertising representative for PDF guidelines. However, documents prepared in the following software are also accepted:

- QuarkXPress
- Adobe Illustrator
- Adobe PageMaker
- Adobe InDesign
- Freehand
- Adobe Photoshop
- Adobe Acrobat

Please note that all documents generated must be able to be placed into QuarkXPress for output. We print at 1200 DPI with a 90 line screen. Please provide all graphics files and all fonts with any ad submitted electronically.

When supplying greyscale or color photo, please scan at no more than 200 DPI and no more than 150% of size required for document. Line art may be scanned at 400-600 DPI and no more than 150% of required size.

We can accept ads on:

- DVD
- CD-ROM
- USB Memory Sticks
- Zip Drive
- Ads accepted via Web site: <http://ads.abqpubco.com/art>
- Ads accepted via modem or FTP in emergency situations **only**.

f. Albuquerque Publishing Company will not be responsible for reproducing type fonts other than from the Adobe Type Library. Other fonts may be submitted, but Albuquerque Publishing Company will not guarantee reproduction, nor will it grant credit.

g. In cases where electronic files are not available, veloxes preferred for black and white ads. Negatives for color ads. Negatives right reading, emulsion side down, 90 line screen preferred for black and white, 100 line screen for color.

13. SPECIAL CLASSIFICATIONS

Cooperative Vendor Advertising Rates
Please contact Advertising Department for rates.

14. CLASSIFIED RATES

William Tafoya, Classified Manager, (505) 823-3344.
Separate classified rate card available upon request. 15% Commission to recognized agencies. Prepayment required with order unless credit established.

Daily Journal **\$9.50 per line**
Sunday **\$10.00 per line**

Width of Columns

1 Column 1.2222"	6 Column 7.7500"
2 Column 2.5277"	7 Column 9.0555"
3 Column 3.8333"	8 Column 10.3611"
4 Column 5.1388"	9 Column 11.6666"
5 Column 6.4444"	

15. SUNDAY COLOR COMICS

- Comic Advertising is sold in units of space, rather than by column inch.
- Closing time five weeks in advance of publication.
- Space available subject to prior sale and to current editorial requirements.
- Insertion orders and printing materials to be sent to Albuquerque Publishing Company, 7777 Jefferson NE, Albuquerque, NM 87109.

Ad size	Width	Height	Cost
Full Page	11.5"	21.5"	\$11,035.00
$\frac{2}{3}$ Page Horizontal/Vertical	11.5"	14"	\$7,745.00
$\frac{1}{2}$ Page Horizontal/Vertical	11.5"	11"	\$5,975.00
$\frac{1}{3}$ Page Horizontal/Vertical	11.5"	7"	\$4,430.00
$\frac{1}{4}$ Page Horizontal/Vertical	11.5"	5.25"	\$3,215.00
$\frac{1}{6}$ Page Horizontal/Vertical	11.5"	3.5"	\$2,600.00

16. ZONED EDITIONS

West Side Journal/Rio Rancho Journal	\$36.00
Journal Santa Fe/Journal North	\$42.80

17. MAGAZINES

SAGE/Women's Magazine

The Sunday Journal - Published on the first Sunday of the month and a hit with New Mexico's women.

Fit (2nd Sunday of each month)
For health minded individuals.

Mature Life (3rd Sunday of each month)
The Sunday Journal - Specifically for older adults.

Boomer (4th Sunday of each month)
The Sunday Journal - Specifically for Baby Boomers.

Monday Business Outlook

Monday Journal - Highly read tabloid provides an in-depth look at business in New Mexico and offers an excellent combination of local, regional and national business and consumer news.

Thursday Business Outlook

Thursday Journal - In-depth stories on major business issues, more profiles and interviews of successful business people along with national business news and stock listings.

Venue

Friday Journal- The Journal's exciting weekly entertainment magazine, featuring movies, dining, family fun, video, music, concerts, nightlife and more. When Albuquerqueans want to know what's going on day or night, weekdays or weekends, they turn to "Venue."

Entertainer/TV Supplement

Saturday Journal - Provides cable and over-the air listings of the upcoming week's programs and movies on television, plus stories, reviews and commentary on the television industry, its shows, its personalities and the issues the medium raises. It's all in one convenient section that arrives as the weekend begins.

18. INTERNET ADVERTISING

Journal - www.abqjournal.com
Online news and advertising Web sites. Banner, hot links and special sponsorships available. Email - webads@abqpubco.com or (505) 823-3314.

2008 National Rate Card

Albuquerque Journal

See what's in it for you.

The Albuquerque Journal and The Sunday Journal reach your potential customers. Whether it's the daily news, sports coverage, business or our wide variety of special sections and monthly magazines we have you covered.

From our monthly women's magazine **Sage**, to our section for health minded individuals, **Fit**, to **Mature Life** written specifically for older adults or **Boomer** for all of those baby boomers out there, we reach your customer.

Of course you cannot forget all of our wonderful special sections that target your specific marketing needs throughout the year.

See for yourself when you advertise with us. Call **823-3305** for more information.

One insertion in the Albuquerque Journal reaches:

- **51%** of families with HH income of \$75K or more
- **46%** of adults 35+

One insertion in the The Sunday Journal reaches:

- **51%** of men in Albuquerque and surrounding areas
- **54%** of women in Albuquerque and surrounding areas

Statewide Readership:

- **288,263** Daily Albuquerque Journal readers
- **403,758** Sunday Journal readers

* Scarborough Report

NATIONAL ADVERTISING RATES

Effective January 1, 2008

Albuquerque Publishing Company

Albuquerque Journal

P.O. Drawer J-T, Albuquerque, NM 87103

7777 Jefferson NE, Albuquerque, NM 87109

Tel: (505) 823-3390 or 1-800-641-3451

Fax: (505) 823-7783

E-mail: skutz@abqpubco.com

1. PERSONNEL

President-PublisherT.H. Lang
 General ManagerBrian Fantl
 Advertising DirectorDavid Rivord
 National/Internet Advertising Manager Sara Kutz
 Classified Advertising Manager William S. Tofoya
 Preprint ManagerBill Halsey

2. COMMISSION AND TERMS OF PAYMENT

a. Agency commission 15% when extended recognition.

b. Cash Discount - not available.

c. Advertiser may be billed for an ad only if credit is approved. Otherwise all ads are on a cash with copy basis.

d. Mail order, Transient, Investment, Franchise, Seminars and Security type advertising must be prepaid with certified check, cashier's check, Mastercard, VISA, Discover, American Express or bank transfer.

e. Checking copies through The Advertising Checking Bureau.

f. Balance outstanding after due date will be assessed a finance charge of 1.5% (18% per annum.) Visa, Mastercard, Discover and American Express accepted.

3. GENERAL RATE POLICY

a. Publisher reserves the right to revise advertising rates at any time upon 30 days notice.

b. The position, subject matter, form, size, wording, illustration and typography of all advertising, are subject to the approval of Albuquerque Publishing Company, which reserves the right to reposition, classify, edit, reject or cancel any advertisement at any time, before or after insertion.

c. Advertising which resembles editorial content must be captioned "Advertisement" in 10 pt. type and carry a 3 pt. rule top and bottom.

d. Failure to make order correspond in price or otherwise with current rate card will be regarded as a clerical error and publication will be made and charged in accordance with rate card.

e. Every attempt will be made to observe restrictions on orders as to advertising or editorial matter on the same or opposite page. However, no guarantee will be made in connection with these requests.

f. Albuquerque Publishing Company does not guarantee position. Failure to provide requested position shall not be grounds for refund or repetition. No allowances made for printing imperfections.

g. In consideration of publication of an advertisement, the advertiser and the agency indemnify and hold harmless Albuquerque Publishing Company, its officers, agents and employees against expenses (including legal fees) arising out of claims for libel, unfair trade practices, unfair competition, infringement of trademarks, names of patents, copyrights and proprietary rights and rights of privacy.

h. Submission of an advertisement to an Albuquerque Publishing Company representative does not constitute a commitment to publish the advertisement. Albuquerque Publishing Company shall not be liable for inadvertent deletions or failure to publish advertisements.

i. Liability for an error shall not exceed cost of space occupied by error. (Not the space occupied by the entire ad.)

j. Alcoholic beverage and tobacco advertising accepted daily and Sunday.

k. No allowance made for errors that do not materially affect the value of the advertisement.

l. Any Security, Investment, or Commodity type offering must be registered or be in compliance with the New Mexico Securities Act of 1986 and New Mexico Commodity Code. Permit to accompany insertion order. New Mexico Securities Division phone number is (505) 476-4580.

m. Mail order advertising requires prior approval of copy and receipt of financial disclosure and BBB report. Prepaid category. Allow additional lead time for proper handling before deadline.

n. All disclaimers contained in advertising agency insertion orders or contracts, such as "agent for" are void and superseded by this rate card. The advertising agency is solely financially liable for all advertising. Credit is not available to advertising agencies with disclaimers.

o. It is our policy to review accounts to determine if a change in account status is necessary.

p. Political Advertisements: Political advertising space reservations, ad copy (including camera-ready copy), and prepayment must be submitted **prior to space reservation deadlines**. All political ads must have the words "Paid Political Advertisement" set at the top of the advertisement in a minimum 10 pt. type. The ad must carry the name of the individual or organization placing the ad or ads required by the Federal Political Statements Law of 1944. The name of the Chairman or Treasurer of the organization and the group's address and telephone number must also appear in the ad. No late ads or copy changes after deadline will be accepted. Please see guidelines for Political and Public Forum Advertising.

q. Ads cancelled after deadline subject to 50% charge.

r. Group ads sold through a third party will not be accepted. 1-900 numbers or 800 numbers referring to 900 numbers with charges will not be accepted.

s. Composition charges will be incurred if changes to advertisement are requested other than corrections.

4. COLOR RATES AND DATA

	Journal	Sunday
1-color	\$1,130.00	\$1,510.00
2-color	\$1,390.00	\$1,915.00
3-color	\$1,620.00	\$2,310.00

Color Frequency Discounts

Discounts available with signed contract only.

6 Insertions.....6%	36 Insertions.....15%
12 Insertions.....9%	48 Insertions.....18%
24 Insertions.....12%	60 Insertions.....21%

a. Color available daily and Sunday. No minimum ad size required

b. Color reservation 4 days in advance, printing material and cancellation 3 days in advance.

c. Printing material must contain 4 registration marks.

d. Four- Color Separation Charges: The Journal specializes in the production of four-color separations prepared especially for newspaper. Costs available upon request.

e. Double trucks charged as two color advertisements.

5. NATIONAL ADVERTISING RATES

Contracts-Bulk Space To Be Used Within One Year:

	Journal	Sunday
Open Rate	\$133.70	\$171.35
50	\$130.80	\$168.35
100	\$129.75	\$167.45
250	\$127.05	\$163.50
500	\$125.70	\$161.75
750	\$124.60	\$160.05
1,200	\$123.15	\$158.45
1,600	\$121.45	\$156.70
3,200	\$120.45	\$155.10
6,500	\$119.05	\$153.50
8,500	\$117.60	\$151.35

A 30% discount will be given to advertisements picked up within six days of the original publication date. 20" minimum. No copy changes. Inches toward contract fulfillment proportionately discounted. Discount does not apply toward color charges. Ads published on Bonus days will be billed at the Sunday rate. Bonus days are New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving, and Christmas.

Non-Profit Rate

Non-profit rates are available to qualified organizations. Advertisers must be registered as a non-profit corporation in the state in which they are incorporated.

Journal	\$125.70	Sunday	\$161.75
---------	----------	--------	----------

a. Preprinted Rates

Please Contact Advertising Department For Rates

Reserve 2 weeks in advance. Insert should be delivered to Albuquerque Publishing Company 10 days prior to Sunday publication and 7 days prior to daily publication. Cancellation deadline 14 days prior to run date. Mechanically inserted everyday. During high volume periods, preprints may be placed on top of, rather than inside, the newspaper.

6. SPECIAL ROP UNITS

Standby advertising will be inserted as space permits and solely at Publisher's discretion.

7. SPECIAL SERVICES

a. Art preparation, ad layout, typesetting and reproduction material services available upon request.

b. Co-op information.

c. Marketing information.

8. SPECIAL DAYS/PAGES/FEATURES

a. Travel and Leisure (Sunday)

b. Real Estate (Sunday)

c. Business Outlook (Monday AM)

d. Food Day (Wednesday AM)

e. Business Outlook (Thursday AM)

f. Venue (Friday AM) Journal's weekend entertainment guide

g. Automotive (Saturday AM)

h. Entertainer (Saturday AM) Journal's weekly TV, movie and entertainment guide

Special Sections, published throughout the year address a variety of topical subjects. Contact your account representative for further details.

9. ROP DEPTH REQUIREMENTS

a. **Standard Page** - Minimum depth is one inch. Advertisements exceeding 19" in depth are charged full column of 21.5".

b. **Tabloid pages** - Minimum depth is one inch. Advertisements exceeding 9" in depth are charged full column of 11.5".

10. CONTRACT AND COPY REGULATIONS

a. Contracts are effective for one year from date of contract. Advertiser/agency must sign contract to be eligible for contract rates. Contracts must be signed within 60 days of 1st insertion to qualify.

b. Contract and approved credit application are required to earn other than open rate. Advertising will be billed at open rate until contract is signed and accepted.

c. Advertiser will be billed at the higher rate for unfulfilled contracts or given refund if lower rate is earned.

d. Multiple products of the same advertiser may be combined for discount purposes and may be placed through multiple agencies if desired.