

# MARKETING & MEDIA GUIDE 2009-2010



The Pueblo Chieftain



# The Pueblo Chieftain

FOUNDED 1868

Published Mornings  
Daily, Saturday and Sunday

825 W. 6th St. P.O. Box 36, Pueblo, CO 81002-0036  
(719) 544-3520 FAX (719) 595-4334  
www.chieftain.com  
Member: Colorado Press Association

**ADVERTISING**  
RETAIL • CLASSIFIED • NATIONAL

## CIRCULATION:

Daily.....51,750 Sunday.....52,000

ABC Audit Report statement 12 months ended Sept. 30, 2008 +2% spoilage. Serving The Southern Colorado counties of Pueblo, Alamosa, Baca, Bent, Costilla, Crowley, Custer, Fremont, Huerfano, Kiowa, Las Animas, Mineral, Otero, Prowers, Rio Grande and Saguache.

## PERSONNEL

Robert H. Rawlings, Publisher.....(719) 544-3520, Ext. 201  
Marvin Laut, Jr., General Manager.....(719) 544-3520, Ext. 202  
Louis Braden, Advertising Director.....(719) 546-2277  
Robert Hudson, Display Advertising Manager.....(719) 546-2278  
Monica Sweeney, Business Development Manager... (719) 546-2275  
Lorna Jackson, Classified Manager.....(719) 404-2792  
Gina Maez, National Classified Supervisor... (719) 544-3520, Ext. 500  
Internet.....(719) 544-3520, Ext. 207



*Making News - Everyday!*

## PRODUCTS of STAR-JOURNAL PUBLISHING CORP.

### THE PUEBLO WEST VIEW

A free weekly newspaper reporting the news of Pueblo West, a fast growing community of more than 30,000 located 10 miles west of Pueblo. The View is direct mailed to more than 12,000 residents every Thursday.



### ACTIVE YEARS

Active Years is The Chieftain's monthly senior publication. It publishes on the first Tuesday of each month in The Chieftain's full distribution of 51,000. Special rates and contracts are available for Active Years.



### BEYOND THE FOLD

Beyond the Fold edition will print an editorial combination of local and national entertainment news. The demographic age group will focus primarily on the Generation Y age group, those individuals who were born between 1977 to 1995 (14-32 years old), and with a secondary market of Generation X the individuals born 1964 to 1984 (ages 25-45 years old). However all age groups will enjoy the edition, the previous demographic will be the main focus for the edition. Additionally, the weekly circulation will total 15,000; 12,000 delivered to the non subscribers of The Pueblo Chieftain and 3,000 distributed in over 80 rack locations throughout Pueblo.



### ON TV

The Chieftain's weekly TV guide is absolutely the best place to get info on local TV programming. It is distributed in our full circulation Saturday and Sunday morning in our single copy sales.



### CAMINOS DE SOUTHERN COLORADO

Published every other month is the Hispanic voice of Southern Colorado. Over 10,000 copies are distributed throughout Southern Colorado, Pueblo and Pueblo County. This fast-growing publication is an excellent product to reach the Hispanic community.





## GENERAL POLICY

1. Retail display rates (non-commissionable) are applicable to local businesses, individuals or associations who sell goods or services within our market area.
2. Local classified rates (non-commissionable) are applicable to local businesses, individuals or service firms who sell goods or services within our market area. Local word rates are applicable to parties residing within our market area.
3. All rates are subject to any applicable tax and are the responsibility of the customer.
4. The Publisher reserves the right to review all advertising copy, supplements containing advertising and editorial material prior to publishing or distribution. The Publisher also reserves the right to edit, reject or cancel any advertisement not considered to be in the best interest of the newspaper or its readers at any time.
5. Every effort will be made to accommodate position requests; however, under no circumstances is position guaranteed. No adjustments, reinsertions or refunds will be made due to positioning.
6. The Star Journal Publishing Corporation is not liable for any damages whatsoever resulting from omission of any portion of an entire insertion or for any copy errors beyond the value paid by the advertiser for the space it occupies. The company is also not liable for non-publication or non-distribution due to factors beyond its control.
7. The Publisher is responsible for errors in the first insertion only of multiple run advertising. Responsibility for errors is limited to that part of the advertisement in error. Re-publication or adjustments will be made for that amount of space in next available issue. Claims must be made within 30 days. The company will provide a correction letter if it has failed to correct errors clearly marked by the advertiser on return proof.
8. The advertiser and/or advertising agency assumes liability for all contents of advertisement published and also assumes responsibility for any claims arising from said advertising.
9. Advertising set to resemble reading material will be labeled "advertising" for every two columns and carry a rule on top and bottom. The Publisher also reserves the option to insert above any other copy the word "advertisement".
10. To insure publication, advertiser must meet the requirement of current deadline schedules. Advance deadlines may be in effect for advertisements due to holidays. Cancellations and changes in insertion orders will not be accepted after the closing deadline of each publication.
11. The Star Journal Publishing Corporation and the advertiser agree only to advertising placed expressly on behalf of the advertiser. Brokerage space sold to a third party is not permitted.

## ADVERTISING RATE POLICY

1. Signed agreements are required to earn other than open rate.
2. In the event advertiser fails to use amount of space contracted for, advertiser agrees to accept and remit a rate adjustment to the earned rate. If advertiser exceeds space contracted for, The Star Journal Publishing Corporation will issue a rebate or credit for earned rate. Only advertising billed at the contract rate may be short rated or rebated.
3. The Publisher reserves the right to revise advertising rates at any time upon 30 days notice in writing prior to rate revision. Advertiser may terminate the agreement, without penalty, on the effective date of the increase, provided written notice of such intention to terminate is received by The Star Journal Publishing Corporation prior to the effective date of rate revision.
4. All rates on this schedule are net and non-commissionable.

## COMMISSIONS AND CASH DISCOUNTS

1. 15% commission to recognized advertising agencies on national rates.
2. No cash discounts offered.

## TERMS OF PAYMENT

1. Advertising placed shall be on cash with copy basis until credit has been established with Star Journal Publishing Corporation.
2. A finance charge of 1.5% per month will be assessed if payment is not received by beginning date of succeeding billing period.
3. In the event account becomes 60 days delinquent or advertiser files bankruptcy, The Star Journal Publishing Corporation may, at its option, reject advertising copy.

## BILLING PERIODS

- OCT.....September 28, 2009 - November 1, 2009  
NOV.....November 2, 2009 - November 29, 2009  
DEC.....November 30, 2009 - December 27, 2009  
JAN.....December 28, 2009 - January 31, 2010  
FEB.....February 1, 2010 - February 28, 2010  
MAR.....March 1, 2010 - March 28, 2010  
APRIL.....March 29, 2010 - May 2, 2010  
MAY.....May 3, 2010 - May 30, 2010  
JUNE.....May 31, 2010 - June 27, 2010  
JULY.....June 28, 2010 - August 1, 2010  
AUG.....August 2, 2010 - August 29, 2010  
SEPT.....August 30, 2010 - September 26, 2010

# RETAIL DISPLAY RATES

## ANNUAL RETAIL DISPLAY AGREEMENT RATES

Open Rate: Daily \$56.30, Sunday: \$60.13

Inches	Daily Rate	Sun. & Hol.	Annual Investment
72	\$38.90	\$43.50	\$3,132.00
180	\$38.30	\$43.00	\$7,740.00
387	\$37.85	\$42.65	\$16,505.55
774	\$37.40	\$42.00	\$32,508.00
1,548	\$36.60	\$41.55	\$64,319.40
2,451	\$36.40	\$40.95	\$100,368.45
3,612	\$36.05	\$40.65	\$146,827.80
5,289	\$35.40	\$40.00	\$211,560.10
7,095	\$35.20	\$39.70	\$281,671.50
8,901	\$34.85	\$39.50	\$351,589.50
10,707	\$34.60	\$39.15	\$419,179.05
14,190	\$34.30	\$38.70	\$549,153.00
17,802	\$34.00	\$38.50	\$685,377.00
21,414	\$33.70	\$38.30	\$820,156.20
26,703	\$33.40	\$37.90	\$1,012,043.70
32,121	\$33.00	\$37.50	\$1,204,537.50

(Full page ads are billed at 129 inches)

## REPEAT ADVERTISING "PICKUP RATE"

Daily & Sunday \$29.10

Rate applies to any repeat ad within the 6-day period following the first insertion. Lineage does apply toward contract fulfillment.

## FREQUENCY RATES

12 Days in one month.....\$26.70  
Everyday in one month.....\$21.70

1. 2 copy changes in 12 day runs. 4 copy changes of the ad in everyday ads. Copy changes must be provided at the beginning of the month.

2. Scheduling of 12 day ads is at the discretion of the newspaper.

3. Lineage does apply toward contract fulfillment.

## OPPORTUNITY INCH RATE

Advertisers running a full page or equivalent on Wednesday, Thursday, Friday or Sunday may, upon request, run up to an additional full page on Saturday, the following Monday or Tuesday at HALF PRICE. Lineage does count toward contract fulfillment.

## SPECIAL CLASSIFICATIONS/RATES

a. POLITICAL Daily \$34.70 • Sunday \$37.80  
Candidates for local offices in our market area. Issues concerning only the populace in our market area. Prepayment required on all advertisements. Repeat rate does not apply.

b. CHURCH AND CHARITABLE

Daily \$34.70/Sunday \$37.80 (Repeat Rate does not apply)

c. SPECIAL PROMOTION

Daily \$40.85 • Sunday \$44.70

Non-contract holders are allowed a reduced rate when advertising in a special section.

d. MERCHANTS ASSOCIATION

Daily \$40.85 • Sunday \$44.70

Association rates extended to local retailers participating in an authorized merchant grouping (4 or more participating advertisers) of which they are members. Participating merchants must be located in same recognized shopping district. Requires prior publisher approval.

e. CO-OP Daily \$52.00 • Sunday \$55.90

For any wholesaler or manufacturer whose advertisement includes a multiple dealer listing or retailers.

## RETAIL COLOR RATES

Minimum Color Charge \$75 - applies to spot & full (maximum up to 11.75")

You can afford to run color to make your ad stand out! Buy it by the inch! Add this price to your black and white rate to get color on your ad. Note: Same color ads may be placed on a single page in any day's paper. This color is good for any Pueblo Chieftain product. Single-color ads have a selection of three colors: blue, yellow & red.

Ad Size up to	1 Color	2 Color	Full Color
12-31"	\$4.55 per inch	\$5.35 per inch	\$6.45 per inch
31.25" to 64	\$4.15 per inch	\$4.95 per inch	\$5.95 per inch
64.25" to 129+	\$3.85 per inch	\$4.45 per inch	\$5.45 per inch

Color is limited to space available.

## MECHANICAL REQUIREMENTS

a. Ad depth will be billed in quarter-inch increments.

b. Standard page 20.75 inches deep. Advertisements over 19 inches deep will be billed at a total of 129 inches.

c. Tabloid page 11 inches in depth.

d. Make up and print sizes;  
Number of Columns - 6  
Column Width - 1.625 inches  
Space between columns - .12 inch  
Gutter between pages - 1 inch

1 Col. - 1.625 inches

2 Col. - 3.4 inches

3 Col. - 5.175 inches

4 Col. - 6.950 inches

5 Col. - 8.725 inches

6 Col. - 10.5 inches



## GRAPHIC REQUIREMENTS

100 line screen, 3 mil. dot.  
Full page 6 Col. - 20.75 inches per col.  
Double Truck - 23 inches wide

## ADPACK

This offer applies only to advertisers who have never advertised in The Chieftain Retail or Classified Section or who have not advertised for at least 6 months in The Chieftain. It is limited to a one-time opportunity and advertisers must commit to run for 4 consecutive weeks. The minimum ad size is 2 column inches and the maximum size will be 5 inches. Copy changes will be permitted each week.

Retail: You must run one (1) ad in the Beyond the Fold, and three (3) ads in The Pueblo Chieftain.

2"	\$135.00/Week
2.5"	\$155.00/Week
3.0"	\$175.00/Week
3.5"	\$185.00/Week
4.0"	\$210.00/Week
4.5"	\$235.00/Week
5.0"	\$270.00/Week

Classified: You must run one (1) ad in Beyond the Fold and three (3) ads in The Pueblo Chieftain.

2"	\$95.00/Week
2.5"	\$110.00/Week
3.0"	\$125.00/Week
3.5"	\$135.00/Week
4.0"	\$145.00/Week
4.5"	\$160.00/Week
5.0"	\$175.00/Week

## SNAP PROGRAM

(Small Newspaper Advertising Program)

Consecutive week agreement with specified ad size and dimensions. Minimum ad size is 4 column inches.

	Daily	Sun/Hol.
26 x Per Inch.....	\$33.15	\$36.70
13 x Per Inch.....	\$34.30	\$37.75

## DISPLAY AD DEADLINES

	PROOF	NO PROOF
Sunday		
Lifestyle/Business	Tues. 10:00 am	Tues. 10:00 am
Sunday	Wed. 10:00 am	Thurs. 4:00 pm
Monday	Thurs. Noon	Fri. Noon
Tuesday	Fri. Noon	Fri. 4:00 pm
Wednesday	Fri. 4:00 pm	Mon. Noon
Thursday	Mon. Noon	Tues. Noon
Friday	Tues. Noon	Wed. 4:00 pm
Saturday	Thurs. Noon	Thurs. 4:00 pm

## PREPRINT RATES DAILY DISTRIBUTION

Frequency Discounts (Cost per thousand)

	OPEN	5-10	11-20	21-40	41-59	60-99	100-124	125-149	150+
2S/4T	\$54.95	\$52.80	\$48.30	\$44.55	\$42.45	\$40.80	\$39.80	\$38.75	\$37.65
4S/8T	\$55.95	\$53.85	\$50.95	\$47.20	\$45.10	\$43.45	\$42.45	\$40.55	\$40.30
6S/12T	\$60.25	\$58.10	\$54.10	\$50.95	\$48.80	\$46.65	\$45.60	\$44.55	\$43.45
8S/16T	\$63.95	\$61.85	\$57.35	\$53.10	\$50.95	\$48.80	\$47.75	\$46.65	\$45.60
10S/20T	\$66.65	\$63.95	\$60.00	\$55.20	\$53.05	\$50.95	\$49.90	\$48.80	\$47.80
12S/24T	\$69.85	\$67.20	\$62.65	\$57.35	\$55.20	\$53.10	\$52.00	\$50.95	\$49.85
14S/28T	\$72.50	\$69.85	\$65.35	\$60.55	\$57.85	\$55.20	\$54.20	\$53.10	\$52.00
16S/32T	\$74.10	\$71.50	\$66.95	\$62.10	\$59.45	\$57.35	\$56.25	\$55.20	\$54.15
18S/36T	\$75.25	\$72.50	\$69.10	\$63.75	\$60.55	\$58.35	\$57.35	\$56.25	\$55.20

## PREPRINT RATES SUNDAY & HOLIDAY DISTRIBUTION

Frequency Discounts (Cost per thousand)

	OPEN	5-10	11-20	21-40	41-59	60-99	100-124	125-149	150+
2S/4T	\$56.00	\$53.85	\$49.10	\$45.35	\$43.20	\$41.60	\$40.60	\$39.45	\$38.40
4S/8T	\$58.10	\$56.00	\$51.75	\$48.50	\$45.85	\$44.30	\$43.20	\$41.30	\$41.10
6S/12T	\$61.40	\$59.20	\$54.95	\$51.20	\$49.60	\$47.45	\$46.45	\$45.35	\$44.30
8S/16T	\$65.10	\$62.45	\$58.10	\$53.85	\$51.75	\$49.60	\$49.50	\$47.45	\$46.45
10S/20T	\$67.75	\$65.10	\$60.75	\$56.05	\$53.85	\$51.75	\$49.85	\$49.60	\$48.50
12S/24T	\$70.80	\$68.25	\$63.50	\$58.10	\$55.95	\$53.85	\$53.00	\$51.75	\$50.70
14S/28T	\$73.60	\$70.95	\$66.10	\$61.35	\$58.70	\$56.00	\$55.20	\$53.90	\$52.85
16S/32T	\$75.20	\$72.50	\$67.75	\$62.95	\$60.25	\$58.10	\$57.35	\$56.00	\$54.95
18S/36T	\$76.35	\$74.15	\$69.35	\$65.00	\$61.35	\$59.20	\$58.35	\$57.40	\$56.00

Grocery Bags \$65/M

Pages larger than 11" x 11" deep will be charged as standard size. Add \$1.00 for every four pages above 36 page tab, or two pages above 18 standard size.

Rates for more than one preprint from the same advertiser in one issue available upon request.

## FREE-STANDING INSERT

Single sheet (Minimum 6 1/4" x 6 1/4" Maximum 10x11)  
Daily \$39.70...Sunday \$41.80  
Minimum page weight 70#.

## ZONED PREPRINTS

1. Zoned inserts available at an additional \$5 per thousand.
2. Zone 1, 2, 3 not available separately on Sunday. No insertions accepted on Monday except full run with 7 business days notice, unless prior approval by publisher.
3. Full run inserts will take precedence over zoned inserts.

Ask us about printing your insert!

## PREPRINT REGULATIONS

- a. Preprint insert credit for R.O.P.  
Credit for preprints will be given on the following formula:  
Cost of inserts determined by our insert rate schedule divided by advertiser's R.O.P. agreement rate will equal amount of R.O.P. inches credited to agreement performance.
- b. Preprinted inserts must be received no less than 7 business days prior to publication date.



c. Inserts should be shipped on skids or boxed in good condition, in turns of 50 and double shrink-wrapped.

d. Accurate count and insertion date on outside labels.

e. Scheduling should be no less than 14 business days prior to publication date.

f. Full run distribution will take priority over part run distribution.

g. Contract required for frequency rates.

h. Minimum acceptable preprint dimensions:  
6 1/4" x 6 1/4". Maximum acceptable preprint dimensions: 10" x 11".

i. Full Run Requirements

ABC Audit Report Sept. 30, 2008 + 2% spoilage

WEDNESDAY	SUNDAY	OTHER DAYS
51,750	52,000	49,000

**ZONED PREPRINTS AVAILABLE**

j. Ship to 825 W. 6th Street, Pueblo, CO 81003. Loading hours for P.P. are M-F 8-5; Sat. 8-2pm

**NATIONAL RATES**

Gross Rate (Agency Commission - 15 percent)

Daily: \$71.50 per column inch

Sunday • Holiday: \$73.30 per column inch

Pickup Rate: Daily and Sunday \$59.50 per column inch. Rate applies to any repeat of an ad within the 6-day period following the first insert.

**NATIONAL PREPRINT RATES**

NET RATES DAILY (Cost per thousand) Frequency Discounts

	OPEN	6X	13X	26X	39X	52X	65X
2S/4T	\$55.15	\$51.20	\$49.55	\$48.05	\$46.65	\$45.10	\$43.60
4S/8T	\$57.10	\$54.20	\$52.35	\$50.85	\$49.20	\$47.25	\$46.00
6S/12T	\$62.00	\$59.00	\$57.05	\$55.35	\$53.65	\$51.45	\$46.85
8S/16T	\$69.80	\$65.20	\$63.40	\$61.50	\$59.60	\$57.55	\$56.10
10S/20T	\$73.20	\$69.60	\$67.65	\$65.60	\$63.55	\$61.00	\$59.35
12S/24T	\$77.20	\$73.50	\$71.50	\$69.30	\$67.15	\$64.90	\$62.75
14S/28T	\$80.45	\$76.70	\$74.60	\$70.60	\$69.95	\$66.65	\$65.35
16S/32T	\$85.00	\$80.90	\$78.65	\$76.25	\$73.80	\$71.45	\$69.00
18S/36T	\$88.05	\$83.85	\$81.50	\$79.00	\$76.40	\$73.90	\$71.45

SUNDAY & HOLIDAY (Cost per thousand) Frequency Discounts

	OPEN	6X	13X	26X	39X	52X	65X
2S/4T	\$56.30	\$52.25	\$50.55	\$49.00	\$47.50	\$46.00	\$44.50
4S/8T	\$58.25	\$55.20	\$53.40	\$51.80	\$50.20	\$48.20	\$46.95
6S/12T	\$63.25	\$60.15	\$58.20	\$56.50	\$54.75	\$52.50	\$51.20
8S/16T	\$71.15	\$66.50	\$64.70	\$62.75	\$60.75	\$58.70	\$57.20
10S/20T	\$74.65	\$70.95	\$69.00	\$66.90	\$64.80	\$62.00	\$60.55
12S/24T	\$78.65	\$74.95	\$72.85	\$70.65	\$68.40	\$66.20	\$64.25
14S/28T	\$82.10	\$78.20	\$76.00	\$72.10	\$71.35	\$69.00	\$66.65
16S/32T	\$86.65	\$82.50	\$80.20	\$77.75	\$75.25	\$72.75	\$70.35
18S/36T	\$89.80	\$85.50	\$83.10	\$80.50	\$77.90	\$75.35	\$72.85

**FREE-STANDING INSERT**

NET RATES

Single sheet (Minimum 6 1/4" x 6 1/4" - Maximum 10x11)

Daily \$45.85.....Sunday \$47.97

Minimum paper weight 70#

**NATIONAL COLOR RATES**

Gross rates minimum color charge \$100 - applies to spot & full (maximum up to 11.75")

Ad Size up to	1 Color	2 Color	Full Color
12-31"	\$6.10 per inch	\$7.15 per inch	\$8.40 per inch
31.25 to 64"	\$5.40 per inch	\$6.25 per inch	\$7.45 per inch
64.25 to 129"+	\$5.05 per inch	\$5.75 per inch	\$6.85 per inch

**NATIONAL SPECIAL CLASSIFICATION/RATES**

NATIONAL PROMOTIONAL RATE

Gross rates (Agency Commissionable 15%)

- Daily.....\$57.70 pci
- Sunday.....\$60.45 pci

The National Promo Rate will be given to advertisers that run on Special Pages or Special Sections.

NATIONAL FREQUENCY RATES

Gross rates (Agency Commissionable 15%)

Runs 12 days in one month.....\$46.00 pci

POLITICAL ADVERTISING

Net rates

- Daily.....\$34.70
- Sunday.....\$37.80

NATIONAL CHARITABLE RATES

Net rates

- Daily.....\$34.70
- Sunday.....\$37.80

NATIONAL CO-OP RATES

Net rates

- Daily.....\$52.00
- Sunday.....\$55.90

**STATE RATES**

**COLORADO STATE RATE**

State Rate - (Non-commissionable)

Daily \$50.65 per column inch Sunday \$54.15 per column inch

Pickup Rate \$29.10 per column inch rate applies to any repeat ad within the 6-day period following the first insert.

## SPECIAL DAYS/ SECTIONS

### WEEKLY

SATURDAY.....On TV Mag, Religion  
 SUNDAY LIFESTYLE.....Weddings, Anniversaries, Travel  
 SUNDAY COMICS.....Advertising Available  
 WEDNESDAY.....Food/Newspapers in Education  
 FRIDAY.....Real Estate, Entertainment

## TRAVEL SECTION

1st Sunday of the month  
 State or Retail Rates apply. Non-commissionable.

## SPECIAL SECTIONS

Guidebook.....March  
 Spring Home & Garden.....March  
 Classroom Chieftain.....May  
 Seasons Spring/Summer.....May  
 Graduation.....May  
 State Fair Edition.....August  
 Fall Home Improvement.....September  
 Seasons Fall/Winter.....November  
 Holiday Greetings.....December  
 Active Years.....Monthly  
 Caminos.....Bi-Monthly

## CLASSIFIED RATES

### BLACK AND WHITE RATES

TRANSIENT WORD (10) with minimum. Rates listed are per word per day.

	Daily	Sunday
1 and 2 insertions.....	1.05	1.10
3 to 6 insertions.....	.95	1.00
7 to 13 insertions.....	.85	.90
14 to 20 insertions.....	.80	.85
21 to 31 insertions.....	.75	.80

### OPEN RATE: CLASSIFIED DISPLAY RATE:

Daily.....\$39.35                      Sunday.....\$41.95

## ANNUAL CLASSIFIED DISPLAY AGREEMENT RATES

(Full page ads are billed at 193.5 inches)

Inches	Daily Rate	Sunday & Hol.	Annual Investment
48	\$27.25	\$30.10	\$1,444.80
105	\$26.65	\$29.50	\$3,097.50
265	\$26.20	\$29.10	\$7,711.50
535	\$25.70	\$28.65	\$15,327.75
1285	\$25.25	\$28.10	\$36,108.50
2675	\$24.80	\$27.65	\$73,963.75
3570	\$24.30	\$27.10	\$96,747.00
5355	\$23.85	\$26.90	\$144,049.50
10715	\$23.45	\$26.20	\$280,733.00
16070	\$22.90	\$25.75	\$413,802.50

## REPEAT ADVERTISING "PICKUP RATE"

DAILY & SUNDAY...\$21.15

Rate applies to any repeat advertisement run within the 6-day period following the first insertion. Lineage does apply toward contract fulfillment.

## OPPORTUNITY INCH RATE

Advertisers running a full page or equivalent in Classified space charges on Wednesday, Thursday, Friday or Sunday may, upon request, run up to an additional full page on Saturday, the following Monday or Tuesday at half the advertiser's regular earned or contract rate. Lineage does count toward agreement fulfillment.

## FREQUENCY RATES

12 times in one month.....\$19.60  
 Everyday in one month.....\$15.85

1. 2 copy changes in 12 day run. 4 copy changes of ad in everyday run. Copy changes must be provided at the beginning of ad schedule.

2. Lineage does apply toward contract fulfillment of advertising agreements.

## CLASSIFIED COLOR RATES

Minimum Color Charge \$75 (Maximum to 17.75") applies to spot and full color

You can afford to run color to make your ad stand out! Buy it by the inch! Add this price to your black and white rate to get color on your ad. Note: Same color ads may be placed on a single page in any day's paper. This color is good for any Pueblo Chieftain product. Single-color ads have a selection of three colors: blue, yellow & red.

Ad size	1 Color	2 Color	Full Color
Up to 18-47"	\$2.95 per inch	\$3.50 per inch	\$4.25 per inch
47.25 to 96"	\$2.70 per inch	\$3.20 per inch	\$3.80 per inch
96.25 to 193.5+	\$2.50 per inch	\$2.95 per inch	\$3.50 per inch

Color is limited to space available.

## CLASSIFIED WORD AD AND DISPLAY AD DEADLINE

### WORD AD DEADLINES

Annual Investment  
 Word ads to run...  
 Sunday.....5:00 p.m. Friday  
 Monday.....5:00 p.m. Friday  
 Tues.-Fri.....4:00 p.m. Previous Day  
 Saturday.....5:00 p.m. Friday

(In Memoriam & Cards of Thanks must be paid at time of placement.)

**CLASSIFIED DISPLAY AD DEADLINES**

	<b>PROOF</b>	<b>NO PROOF</b>
Sunday Lifestyle/Business	Tues. 10:00 am	Tues. 10:00 am
Sunday	Wed. 10:00 am	Thurs. 4:00 pm
Monday	Thurs. Noon	Fri. Noon
Tuesday	Fri. Noon	Fri. 4:00 pm
Wednesday	Fri. 4:00 pm	Mon. Noon
Thursday	Mon. Noon	Tuesday Noon
Friday	Tues. Noon	Wed. 4:00 pm
Saturday	Thurs. Noon	Thurs. 4:00 pm

**MECHANICAL REQUIREMENTS**

<b>Makeup &amp; Print Sizes</b>	<b>Number of Columns</b>
1 Column.....	1.111 Inches
2 Columns.....	2.284 Inches
3 Columns.....	3.458 Inches
4 Columns.....	4.631 Inches
5 Columns.....	5.804 Inches
6 Columns.....	6.978 Inches
7 Columns.....	8.151 Inches
8 Columns.....	9.325 Inches
9 Columns.....	10.498 Inches

**SPECIAL CLASSIFICATIONS/RATES**

a. Box Charge:  
Responses mailed to Chieftain Classified Dept. and picked up \$20.45. Responses mailed to Chieftain Classified Dept. and forwarded by mail to advertiser \$33.10

b. Funeral Notices:  
\$36.85 per column inch per day

c. In Memoriam, Card of Thanks:  
\$.65 per word daily, \$.75 per word Sunday and pre-paid at time of insertion. Pictures \$24.00 per photo.

d. Church and Charitable Rate  
Daily.....\$23.15 per column inch/Sunday.....\$25.75  
Church rate is available to local established churches that hold regular services.  
Charity rate is available to recognized national and local charities. Not available in employment classifications. No repeat rates available. Display advertisements only.

e. CO-OP Daily...\$33.75 Sunday...\$37.30  
For any wholesaler or manufacturer whose advertisement includes a multiple dealer listing of retailers.

- f. Legal Advertising
1. Publicly-Supported Legals  
First Insertion..... .483 per line  
Repeat..... .352 per line
  2. Privately-Supported Legals  
Daily \$22.70 per inch  
Sunday \$25.25 per inch

g. Extra charge incurred for column headings, centered copy, lines of white, bold type and in-column capitalization.

**CLASSIFIED NATIONAL AND NATIONAL RECRUITMENT RATES**

**CLASSIFIED NATIONAL GROSS RATES**

- Daily Display.....\$54.55      Sunday.....\$57.30
- Daily per word.....\$1.35      Sunday.....\$1.45

**CLASSIFIED NATIONAL RECRUITMENT GROSS RATES**

- Daily Display.....\$61.35      Sunday.....\$64.25
- Daily per word.....\$1.45      Sunday.....\$1.60

**BEYOND THE FOLD**

**COPY DEADLINE**

New & Pickup Display Ads.....Friday Noon  
Classified Word Ads.....Wednesday 4:00 p.m.

**PREPRINTS**

- Single Sheets.....\$34.55 CPM (no frequency discount)
- Preprints.....\$37.65 CPM up to 32 page tab

(Full Run frequency applies to daily contract)  
Minimum acceptable dimension: 6 1/4" x 6 1/4"  
Maximum acceptable dimensions: 10" x 11"

Minimum paper weight 70#  
Full Run 15,000 • Home Delivery 12,000  
Rack Delivery 3,000

**BEYOND THE FOLD ADVERTISING DISPLAY RATES**

Open Rate.....\$8.00 PCI Includes Color  
Pickup.....\$3.75 PCI Includes Color  
6 x \$7.00 PCI Includes Color  
13 x \$6.00 PCI Includes Color

**BEYOND THE FOLD DISPLAY CLASSIFIED RATES**

Open Rate.....\$5.00 Inch  
Pickup.....\$2.50 Inch

**BEYOND THE FOLD WORD AD RATES**

Open Rate.....\$3.10  
Pickup (All Sizes).....\$1.90

10¢ Each Additional word





By placing your ad in BEYOND THE FOLD, and THE PUEBLO CHIEFTAIN, your message will be received by virtually every household in our community.

Beyond the Fold reaches more than 30,000 readers every Friday.

BEYOND THE FOLD is delivered to thousands of Pueblo homes in addition to being available at over 80 rack locations throughout Pueblo.

### ACTIVE YEARS

When It Comes To Reaching 50 and Better  
This Special Market...

...WE DELIVER!

Tabloid Size format: Modular Sizes

Open Rate.....	\$38.20
6 Month Contract.....	\$28.55
12 Month Contract.....	\$22.90
Color (with signed contract).....	See Color Rate

Rates effective 10/01/09

Published the first Tuesday of each month's billing period.

Deadline: 10 business days prior.

### ON TV WEEKLY TV MAGAZINE

Contracted rates apply. Lineage counts toward fulfilling R.O.P. agreement. Talk to your account executive about advertising opportunities.

Deadline: Monday, 13 business days prior to publication.

### COMMERCIAL PRINTING

The Pueblo Chieftain can print multi-page tabloid and broadsheet sections. Ask for details. Commercial printing price quotes are given on an individual basis, depending upon your specific needs.

### SPECIAL SERVICES

1. PROOFS will be delivered if requested for ads 10 inches or more, providing all copy has been submitted by proof deadline.

2. TEARSHEETS will be provided, if requested, to all advertisers. Limits apply. Electronic tearsheets available at [tearsheets.pueblochieftain.com](http://tearsheets.pueblochieftain.com)

3. ADVERTISING LAYOUT SERVICES available to all advertisers.

4. GRAPHIC ART SERVICES, including contemporary art elements and illustrations, are available to all advertisers.

5. ORIGINAL ART AND PHOTOGRAPHY are available to all advertisers.

6. A full service CO-OP advertising department is available to assist in funding and collecting CO-OP funds from vendors and manufacturers.

### ELECTRONIC SERVICES

• Web Offset Press-Process Color. If possible, send files in Press-Optimized PDF format with all fonts embedded or outlined and all colors converted to CMYK. We can provide you with the Acrobat distiller settings we use by calling 719-544-0006, ext 634.

• Call Sales Representative for deadline information.

• Current programs used: Quark-Xpress 4 Y, Adobe Photoshop 9, Adobe In Design 3.0, Macromedia Freehand 10 V, Adobe Acrobat 7, Adobe Acrobat Distiller 7.

When sending native files, include any support files used in document.

• Fonts used: Both screen and printer fonts Type, Postscript and Bitmap.

• Please avoid using True Type fonts when possible because defaults to Courier can happen on output.

• Convert fonts to outline when possible.

• Save graphics as Grayscale/Bitmap or CMYK in color files. (See specifics later in this column).

• We use a MacIntosh-based operating system.

• We can accept files sent on CDs or up to 250MG Zip disks. After ads are scheduled with your representative, we accept files via email at: [chiefad@chieftain.com](mailto:chiefad@chieftain.com).

• We also receive files from all major electronic advertising trafficking agencies: AP AdSend, WAMNET, AdDirect, Fast Channel.

• We can also provide you with an FTP site to post your files upon request - 1 week prior to publish date necessary.

• Specific Print Requirements:

- 100 Line screen - 1000 resolution
- Black and white lineart scans 600 DPI
- Grayscale or Color digital file photos at minimum 200 ppi at 100% of size used in ad (can be more, not less).
- 240 Total Ink limit
- UCR
- 30% dot gain
- Convert all Duotones, RGB, Pantone and custom colors to CMYK or Grayscale.

Please contact Tim Acosta, Graphic Tech Mgr. @ 719-544-0006 ext 634 for any questions regarding above information.

# The Pueblo Chieftain

Your print and online news source for Southern Colorado



**Weather Ad**  
180x75



Home Delivery  
Bill Pay

HOME NEWS SPORTS BUSINESS LIFE EDITORIAL CLASSIFIEDS MULTIMEDIA SERVICES ABOUT PUEBLO

Weather Obituaries Contact Feeds Yellow Pages Subscribe Archives

SEARCH Archives  Go

Wednesday, April 23, 2008

You are not logged in. [Login](#) [Register](#)

- CHIEFTAIN CLASSIFIEDS**
- CLASSIFIEDS REAL ESTATE
  - EMPLOYMENT RENTALS
  - AUTOMOTIVE PLACE AD

**Leaderboard Ad**  
728x90

## These Ads Run On All Pages • 20,000 Monthly Impressions

<b>Leaderboard</b> \$300	<b>Big Box</b> \$275	<b>Skyscraper</b> \$225
<b>Auto Mall</b> \$300	<b>Page Curl</b> \$350 \$400	<b>Skyscraper Ad</b> 150x600
<b>Big Box Ad</b> 300x250		

Scoreboard

BASE	SOFT	GSOC	BTEN	TRK
<b>BASEBALL</b>				
Dundee-Crown		0		4:30 PM
Cary-Grove		0		
McHenry		0		4:30 PM
Woodstock		0		

**Sports Scoreboard Sponsor**  
300x50  
Front Page Only

## 40,000 Monthly Impressions Sponsorships

<b>Weather</b> \$250	<b>Scoreboard</b> \$300
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Upgrades		
Expandable Ads - Static	\$75	<b>Monthly</b>
Expandable Ads - Flash	\$125	<b>Monthly</b>
Top Ads Feature	\$100	<b>Monthly</b>
Video Ads	\$75	<b>Monthly</b>
Flash Ads	\$50	<b>Monthly</b>
Zone or Page Specific Ads (targeted)	\$50	<b>Monthly</b>
Basic static ad (one time charge)	\$25	One Time
Splash Pages (one page website)	\$50	One Time

## ARCHIVE ACCESS

The Pueblo Chieftain has a substantial online archive of published stories, obituaries and more. Access to stories that were published over 60 days ago require payment to access. For more information about the online products that we offer, please call 719-544-3520 ext. 546

**SMALL PACKAGES**  
1 ARTICLE \$2.95 EACH  
3 PACK \$6.95 EACH

**COMMITMENT PACKAGES**  
3 MONTH ACCESS \$19.99/MO  
6 MONTH ACCESS \$29.99/MO  
YEARLY ACCESS \$49.99/MO

**SUBSCRIPTION RATES:**  
By carrier or distributor in Pueblo County: \$10.95 per month.  
By carrier or distributor outside Pueblo County: \$9.95 per month.  
Rates by carrier or distributor may vary in select areas.  
By mail in Colorado: \$201.00 per year.  
By mail outside Colorado: \$228.00 per year.



## ADDITIONAL ADVERTISING OPPORTUNITIES

### TELL IT TO THE CHIEFTAIN

A weekly feature in The Pueblo Chieftain. Advertisers must commit to either a 12-week contract running one 5-inch ad per week in the Sunday Chieftain. The advantage to "Tell It" is its high readership by an educated audience. All advertisements are equal in size.



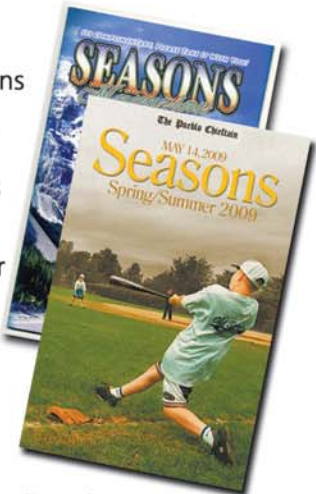
### RED AND GREEN SHEETS

Simply put, these sheets allow advertisers to take part in any 11x17 insert. Advertisers with a smaller budget can receive the benefits of an insert display without having to pay for the entire insert on their own. Spaces are sold on 1/8th square increments. Multiple squares can be purchased; however, to reach the city-metro area, advertisers need to purchase space on both sheets. If an advertiser only wants to reach the north side of town including zips 81001, 81003, 81007, 81008 and Beyond the Fold (approx. 17,988 H.H.), the red sheet fills that niche. For south side distribution including zips 81004, 81005, and Beyond the Fold (approx. 17,478), the green sheet is the appropriate buy. Both sheets are monthly products that are inserted on the third Thursday. (Typically sold out in the spring and summer, so reserve early.)



### SPECIAL SECTIONS

There are many special sections available through the year. These publications have been designed to target specific audiences to enhance various advertising messages. Most sections are offered at promotional rates once a year except for Active Years, the Chieftain's 55+ publication. The senior edition is offered monthly and has its own contract. Most of these sections feature modular size purchase options only. Also included under special sections are theme pages including the wedding directory and travel page.



### FLASHCARD COUPONS

The answer to couponing in Pueblo can be found printed on full color flashcard sheets inserted on the first Thursday of each month. These Flashcard Coupons are sold based on first right of refusal and are typically sold out months in advance. This is the only portion of the paper that is two-sided for the advertiser. The Flashcard Coupons go to approximately 60,000 households and include the Star Watch. Deadline is 2 weeks prior to insertion.



### SUPERPRINTS

Clients in need of layout, design, printing, and insertion regarding a flyer or multi-page insert can find a good deal with the paper's superprint program. Talk to your account executive about advertising opportunities.

### CLASSIFIED PROMOTIONS

**Who's Who in Real Estate:** Requires a 12-month commitment. Show the community your qualifications as a Real Estate Agent! Full color ads. Reader impact for your ad.

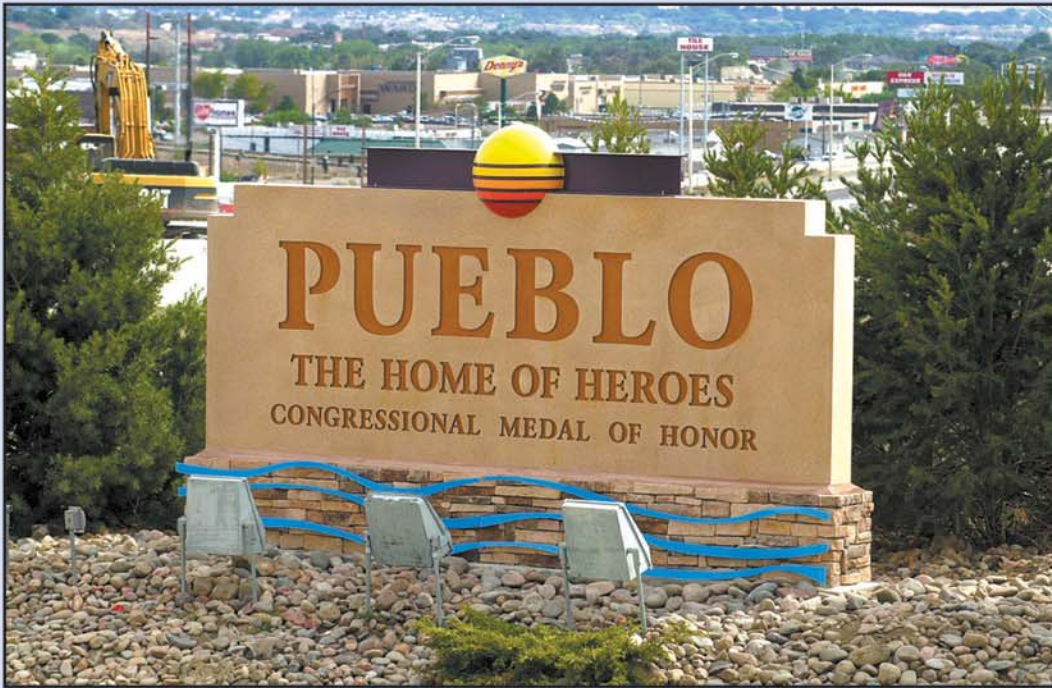


### SOUTHERN COLORADO LIVING

Sold in 12-month increments in June. This is an excellent product to reach the client who has an interest in the Real Estate Industry. Space is limited, *Commit Early!*







Pueblo is the trade center for Southern Colorado, Western Kansas, and Northern New Mexico. From the huge national stores of Eagleridge, to the Pueblo Mall, the thriving downtown, the quaint shops along historic Union Avenue, and the many outlying shopping areas, Pueblo has what busy shoppers want!

## **Pueblo...**

**A diversified Market Area Serving Industry & Agribusiness in Southern Colorado.**

Residents of outlying counties seeking a wider selection of shopping, specialty services and medical or dental care find that Pueblo serves their needs well.

Lake Pueblo is one of Colorado's finest recreational areas for camping, fishing, boating and sailing and is one of the top tourist attractions for the residents of Colorado. Ski areas are located nearby. Previously, Money magazine had ranked Pueblo as the Best Place in Colorado to live, and third best in the West - after Seattle and Las Vegas, Nev. All this under clear blue skies and moderate climate.

**Contact Your Advertising Representative at:**

**719.544.3520 or 1.800.279.6397**

**FAX 719.595.4334**

**<http://www.chieftain.com>**

# **The Source**

*The Pueblo Chieftain*