

the Sopris Sun

Contact: Bob Albright • 970-927-2175 • bob@soprissun.com
Linda Fleming • 970-379-5223 • linda@soprissun.com

All ad reservations and materials to build ads are DUE MONDAY AT NOON.

Payment in full or a credit card number is required at time of reservation.

Advertising rates

Open Rate	B&W	Color
Full page: 10" wide, 13" high	\$450	\$475
Half page: Horizontal 10" wide, 6.5" high Vertical 4.89" wide, 12.875" high	\$260	\$280
1/4 page: 4.89" wide, 6.5" high	\$140	\$155
1/8 page: Horizontal 4.89" wide, 3.1" high Vertical 2.33" wide, 6.5" high	\$75	\$85
Service Directory: 3.25" wide, 2" high	\$40	\$45
Unclassifieds: \$15 for up to 30 words, \$20 for 31-50 words (email to unclassifieds@soprissun.com)		
Pre-Printed Inserts: \$95 per thousand		

Non-profit/Government/ Volume Rates (see below)

	B&W	Color
Full page	\$350	\$375
Half page	\$210	\$230
1/4 page	\$115	\$130
1/8 page	\$60	\$70
Service Directory	\$30	\$35

To Qualify for Volume Rates

- Service Directory: 6 ads minimum, to be used in a 12 week period.
- 1/8 page and larger: 4 ads minimum, to be used in an 8 week period.

The back page is available first come, first served at no additional cost for full page ads only.

Send final ad copy to:
bob@soprissun.com (C'dale to Aspen)
linda@soprissun.com (Glenwood Area)

Camera-Ready Ad Submissions

PDF files are preferred with fonts embedded, and created out of InDesign, Quark, or Photoshop. Color ads must be CMYK. Black and white ads should be 1-color black (CMYK, 4-color black doesn't reproduce well in newsprint). InDesign PDFs should use PDF-X1a format to export. For questions call or email Terri Ritchie 948-3430 terrir@soprissun.com.

Sopris Sun Produced Ads

Please submit logo in pdf, eps, jpg or tiff format, all wording and any layout suggestions. Photos you want included should be submitted in jpg 300 dpi format. If you need us to scan a document or photo, please contact Bob. All information is due by Monday noon.

PDFs for camera-ready ads are due Tuesday at noon.

The Sopris Sun is distributed from Glenwood Springs to Basalt, Aspen, Redstone and within Carbondale on Thursday afternoons.