

Advertising with the Los Ranchos Village Vision Magazine



Full Page	Half Page	1/3 Page	1/4 Page	1/12 Page	1/6 (v) Page	1/6 (h) Page
<div style="border: 1px solid black; padding: 5px;"> Full bleed text must fall at least 1/2" from the outside edge of the page to avoid cut-off </div>						
7.5" (w) x 10" (h) * Full bleed: 8.5" (w) x 11.25" (h)	7.5" (w) x 4.875" (h)	2.375" (w) x 10" (h) or 4.875" (w) x 4.875" (h)	7.5" (w) x 2.375" (h)	2.375" (w) x 2.375" (h)	3.375" (w) x 4.875" (h)	4.875" (w) x 2.375" (h)

Los Ranchos Business Rate				
Size	1 Issue	3 Issues 10% off	6 Issues 20% off	12 Issues 40% off
Full Page	\$200	\$540	\$960	\$1440
1/2 Page	\$100	\$270	\$480	\$720
1/3 Page	\$80	\$216	\$384	\$576
1/4 Page	\$65	\$175.50	\$312	\$468
1/6 Page	\$45	\$121.50	\$216	\$324
1/12 Page	\$30	\$81	\$144	\$216

Non-Village Business, Village Resident Rate				
Size	1 Issue	3 Issues 10% off	6 Issues 20% off	12 Issues 40% off
Full Page	\$250	\$675	\$1200	\$1800
1/2 Page	\$138.50	\$371.25	\$660	\$990
1/3 Page	\$100	\$270	\$480	\$720
1/4 Page	\$81.25	\$219.38	\$390	\$585
1/6 Page	\$56.25	\$151.88	\$270	\$405
1/12 Page	\$37.50	\$101.25	\$180	\$270

Non-Village Business, Non-Village Resident Rate				
Size	1 Issue	3 Issues 10% off	6 Issues 20% off	12 Issues 40% off
Full Page	\$300	\$810	\$1440	\$2160
1/2 Page	\$165	\$445.50	\$792	\$1188
1/3 Page	\$120	\$324	\$576	\$864
1/4 Page	\$97.50	\$263.25	\$468	\$702
1/6 Page	\$67.50	\$182.25	\$324	\$486
1/12 Page	\$45	\$121.50	\$216	\$324

Add-On Interactive Digital Features	
Add-ons require purchase of print ad. Features viewable via losranchosnm.gov, click Multimedia, then Village Magazine. No quantity discount available on add-ons.	
Features:	Per Issue
"More info" icon for additional text	\$5
Clickable websites / email links / hotspots	\$15
Photo gallery (maximum of 25 photos)	\$20
Flash animation (SWF file only supporting flash 10)	\$20
Video (MOV, MP4, FLV, YouTube ID only)	\$20
Auto-start pop-out video (same requirements)	\$25



- Winter (January/February) Issue
- March Issue
- Spring (April/May) Issue
- June Issue
- Summer (July/August) Lavender Issue
- September Issue
- Fall (October) Issue
- Holiday (November/December) Issue

To place an advertisement, contact the Los Ranchos Village Vision Magazine advertising coordinator:
 Shannon Zamarron,
 szamarron@losranchosnm.gov
 Tel: 505-344-6582 / Fax: 505-344-8978
 6718 Rio Grande Blvd. NW
 Los Ranchos, NM 87107



Advertisements must be paid in full and artwork must be received by each publication deadline. No installments permitted.

*Full page bleeds must be indicated when submitting ad. Advertisements should only be submitted in following formats: Print-ready PDF, JPEG, or .tiff. Black text should be 100% black, NOT RICH BLACK. Fonts should be converted to outlines, embedded, or included with the file, as well as any linked images. Ads MUST be designed to exact measurements. Ads not sized correctly may be returned or resized to fit the page layout, at the discretion of the magazine. Ad design or edits must be made by the business prior to submission. Ads must be received by the deadline published in each issue. Flash animation features only viewable on desktops. Prices above include tax. Checks should be made out to Village of Los Ranchos.

The Los Ranchos Village Vision Magazine has grown since it began in 2004. Eight issues per calendar year are released, with each issue between 48 and 56 full color pages, and printed on 70# gloss paper. The magazine is mailed free to every household and every business in Los Ranchos. There are, in addition, a number of paid subscriptions outside the Village, and complimentary copies are distributed at Village events. The magazine is written about the Village, by Villagers, for Villagers.