

the Sopris Sun



Your local nonprofit newspaper
serving to inform, inspire and build community

Ad Reservation Deadline:
Monday, noon
for
Thursday
Publication

Contact Us

970-510-0246
adsales@soprisun.com
www.soprisun.com

More room for The Sun to shine!

The Sopris Sun is expanding the paper size to allow for **more editorial content** and **larger ads**. We are the only nonprofit newspaper in Colorado. Our goals are different than profit-driven papers because we work to build our community, rather than building assets for a publisher. So we give a discount to local nonprofits and government agencies offering additional savings to groups that work with us in partnership with frequent advertising.

Nonprofit / Government (NPG) Rates						
Ad Size:	Dimensions width x height	NPG Rates <i>15-20% discount off of our Open Rate</i>		NPG Partnership <i>Annual Contract discount</i>		Annual Contract <i>Minimum Quantity Per year</i>
		Color	B&W	Color	B&W	
Service Directory	3.25" x 2" <i>horizontal</i>	\$45	\$45	NA	NA	NA
1/8 page	4.9" x 3.4" <i>horizontal</i>	\$85	\$75	\$76.50	\$67.50	18
	2.3" x 7" <i>vertical</i>					
1/4 page	4.9" x 7" <i>vertical</i>	\$160	\$140	\$144	\$126	18
1/2 page	10" x 7" <i>horizontal</i>	\$285	\$260	\$256.50	\$234	10
	4.9" x 14" <i>vertical</i>					
Full page	10" x 14"	\$465	\$435	\$418.50	\$391.50	6
Front Page Banner	10" x 1.25"	\$200	NA	NA	NA	NA

Credit Card Payment
or billing terms
secured at time
of reservation

***Premium guaranteed positions**
Available for half and full page ads.
Back cover and interior placement;
20% upcharge. Limited availability.

We distribute
4,000+ copies of
our print edition
every Thursday to
over 90 targeted
locations through-
out the Roaring
Fork Valley

Online Advertising		
<i>Limited quantities available – only for ads appearing in our print edition</i>		
Ad Size	Premium Static Ad	Revolving Ad
1/8 page	\$25	\$15
1/4 page	\$40	\$20
Banner	\$40	NA

advertising design guidelines

In-House Ad Design Deadline: Monday, noon.

We provide complimentary design services for any print ad appearing in **The Sopris Sun**. Clients provide text, design ideas, photos, and artwork in PDF, JPG or Tiff formats. Photos should be JPG 300 DPI or larger. Scanning is available upon request.

Camera-Ready Ads Deadline: Tuesday, noon.

PDF files are preferred, with fonts embedded, and created using InDesign, Quark, or Photoshop. For best newsprint quality, color ads must use CMYK, rather than Pantone colors. Black and white ads must be 1-color black, rather than CMYK. InDesign PDFs should use PDF-X1a format to export.

Unclassifieds	
<i>Email: unclassified@soprisun.com</i>	
\$15	<i>Up to 30 words</i>
\$20	<i>31-50 words</i>