

**Ad Reservation Deadline:**  
Monday, noon  
for  
Thursday  
Publication

# the Sopris Sun



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

## Contact Us

970-510-0246

adsales@soprissun.com

www.soprissun.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 happy to help with every aspect of promoting your business in **The Sopris Sun**, from setting up your account, to designing your ads, to considering your market, and planning the best dates for your ad campaign.

**Please call or email to get started.**

Open Advertising Rates						
Ad Size	Dimensions <i>width x height</i>	Open Rate		Annual Contract <i>15% discount, Based on frequency</i>		Annual Contract <i>Minimum Quantity Per year</i>
		Color	B&W	Color	B&W	
Service Directory	3.25" x 2" horizontal	\$45	\$45	NA	NA	NA
1/8 page	4.9" x 3.4" horizontal	\$100	\$95	\$85	\$80.75	18
	2.3" x 7" vertical					
1/4 page	4.9" x 7" vertical	\$190	\$175	\$161.50	\$148.75	18
1/2 page	10" x 7" horizontal	\$350	\$325	\$297.50	\$276.25	10
	4.9" x 14" vertical					
Full page	10" x 14"	\$585	\$555	\$497.25	\$471.75	6
Front Page Banner	10" x 1.25"	\$235	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 throughout the Roaring Fork Valley

## 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.

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

### 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@soprissun.com</i>	
\$15	Up to 30 words
\$20	31-50 words