



**THE
NEW
MEXICO** **JEWISH
LINK**

Uniting New Mexico's Jewish Community with News, Commentary and Education

**ADVERTISING RATES
PER INSERTION**

Effective September 2008

	1 TIME	2 - 5 TIMES	6 - 10 TIMES	ANNUAL RATE 11 Issues	NON-PROFIT ORG. ANNUAL RATE
FULL PAGE	\$1028	\$995	\$905	\$840	\$765
HALF PAGE	\$725	\$690	\$600	\$495	\$442
THIRD PAGE	\$535	\$500	\$442	\$385	\$350
QUARTER PAGE	\$375	\$335	\$285	\$248	\$225
EIGHTH PAGE	\$184	\$166	\$158	\$128	\$118
SIXTEENTH PAGE	\$95	\$86	\$74	\$68	\$60
CLASSIFIED/PERSONAL	\$3.95 per line, 36 characters/spaces per line.				
PROFESSIONAL SERVICES DIRECTORY	Available only on an annual contract basis. Yearly fee: \$220 for 4 lines, 36 characters/spaces per line. Additional lines available at \$20 per line.				
PRINTED MATTER INSERTS	For information, contact The Link Advertising Manager, Anne Grollman at 348-4472, or anne@jewishnewmexico.org .				

Colors other than black are \$100 per color.

AD SUBMISSION GUIDELINES

Our art department will build your ad for you, or you may submit your ad in the following formats:
Quark, InDesign, Photoshop, Illustrator and Microsoft Word files, tiff, jpeg, eps or pdf files. Pdf is the preferred format.
Native files must have all artwork and fonts supplied along with a printed proof for comparison.
Microsoft Publisher files are not acceptable. We accept artwork on CDs and via email to anne@jewishnewmexico.org.

ADVERTISING SIZES

FULL PAGE 10" wide x 14" tall	QUARTER PAGE VERTICAL 4" wide x 9" tall	EIGHTH PAGE HORIZONTAL 6" wide x 2.75" tall
HALF PAGE VERTICAL 6" wide x 11.25" tall	QUARTER PAGE HORIZONTAL 6" wide x 5" tall	SIXTEENTH PAGE VERTICAL 2" wide x 4.5" tall
HALF PAGE HORIZONTAL 10" wide x 7" tall	EIGHTH PAGE VERTICAL 4" wide x 4.5" tall	SIXTEENTH PAGE HORIZONTAL 4" wide x 2.25" tall

Guaranteed placement is available on a first-come, first-served basis, for an additional 20% of ad cost.

DISTRIBUTION

The Link prints 6,000 papers and reaches approximately 20,000 readers each month.

65% are distributed through direct mail and 35% through select retail outlets.

PAYMENT TERMS

The first month's payment is due when the contract is signed. Subsequent ads will be billed monthly.

New Mexico State Gross Receipts Tax will be charged on all advertising.

**ALL CHECKS SHOULD BE MADE
PAYABLE TO *THE LINK*.
MASTERCARD,
VISA AND AMERICAN EXPRESS
ARE ALSO ACCEPTED.**

DEADLINES

Ads must be submitted to *The Link* by the 15th of the month preceding publication.

All advertisers are responsible for informing *The Link* of any changes, additions, or cancellations by the 15th of the month preceding publication. The advertiser will be charged for any ads cancelled after the deadline.

*For further information
please contact:*

**Anne Grollman
Advertising Manager
(505) 348-4472
Fax (505) 821-3351
anne@jewishnewmexico.org
5520 Wyoming Blvd. NE
Albuquerque, NM 87109**

The Link...

is the only community-wide Jewish newspaper in New Mexico. We can connect you with families and individuals who make up a significant and growing segment of New Mexico's buying public.

The Link...

is published 11 times a year and reaches 20,000 affluent, consumer-oriented readers. When they need quality products or services, they look to The Link! Join our team of successful advertisers.

The Link...

is published by the Jewish Federation of New Mexico and provides local, national and international news of interest to the community.

Jewish Federation of New Mexico
5520 Wyoming Blvd. NE, Albuquerque, NM 87109
Address Correction Requested

JEWISH
THE NEW MEXICO

LINK
MEXICO



*Uniting New Mexico's Jewish Community
with News, Commentary and Education*



*A Newspaper
Reaching
a Well-Educated,
Family-Oriented
Group
of High-Powered,
Discriminating
Buyers*



Contact:
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