



New Mexico Animal Lovers' Resource Guide Advertising Kit

FAQ: PETROGLYPHS NEW MEXICO ANIMAL LOVERS' RESOURCE GUIDE

What is it?

The PETroglyphs New Mexico Animal Lovers' Resource Guide is designed to match up PETroglyphs' readers with New Mexico's providers of animal-related products and services. Our goal is to make life simpler for our readers and better for their animals by putting vital animal-related information in one easy to use publication. Looking for your favorite dog treats or kitty toys? Need an animal communicator or veterinarian in a hurry? Want a special place to board your four-legged friends? Look no further than the PETroglyphs New Mexico Animal Lovers' Resource Guide.

Why should I advertise in it?

The PETroglyphs New Mexico Animal Lovers' Resource Guide targets the audience you want to reach. After 15 years, PETroglyphs still remains the only independent, award-winning, quarterly animal resource magazine distributed throughout New Mexico. 10,000 copies of PETroglyphs are published each quarter. The majority of our readers are located in the Albuquerque/Santa Fe area although we are distributed in southern New Mexico as well. PETroglyphs is available in veterinary offices, pet supply stores, boarding and training facilities, libraries, bookstores, restaurants and through the mail.

What's in it?

- Display ads
- A directory of businesses and services listed by category (similar to the Yellow Pages)
- Essential information such as spay/neuter clinics, shot clinics and more

How do I advertise in The New Mexico Animal Lovers' Resource Guide?

Contact us at (505) 926-1877 or by email at PetAds@earthlink.net.

Thank you for your interest in the PETroglyphs New Mexico Animal Lovers' Resource Guide. We hope you will list your business or service with us to increase your chances of reaching the clients you desire.

ADVERTISING DEADLINES

February 10 for Spring issue out in mid-March
May 10 for Summer issue out in mid-June
August 10 for Fall issue out in mid-September
November 10 for Winter issue out in mid-December.

PETROGLYPHS AD SIZES AND FORMATS

Display Ads:

Full Page: 7.5" x 9.5"

1/2 Page Horizontal: 7.35" x 4.6"

1/2 Page Vertical: 3.5" x 9.375"

1/4 Page Horizontal: 7.35" x 2.25"

1/4 Page Vertical: 3.6" x 4.6"

1/8 Page Horizontal: 3.6" x 2.25"

1/8 Page Vertical: 1.74" x 4.6"

Business Card Horizontal: 3.5" x 2"

Business Card Vertical: 2" x 3.5"

Back Page of Newsletter: 7.75" x 6.75"

PETroglyphs accepts digital ad copy in the following formats:

- PDF (distilled "Press Optimized" with all fonts imbedded)
- TIF/TIFF (uncompressed)
- JPG/JPEG (uncompressed)
- PNG
- GIF

All digital art must be 300 dpi or higher, and may be grayscale, RGB or CMYK as appropriate.

PETroglyphs DOES NOT ACCEPT digital ad copy in the following formats: DOC, PUB, XLS.

Hard copy graphics and artwork requiring scanning will be surcharged 25% over the digital ad rate. Ad production and editing services are available.

Directory Listings:

Directory listings include business name, address, phone number, website, and up to 25 words of text, briefly describing your business or product. Prices include one subject heading.

PETROGLYPHS MAGAZINE QUARTERLY AD RATES

Display Ad:

<u>SIZE:</u>	<u>SINGLE ISSUE RATE</u>	<u>2 ISSUE DISCOUNT RATE</u>	<u>1 YEAR DISCOUNT RATE</u>
Business Card:	\$65.00 per issue	\$115.00 = 2 issues	\$200.00 = 4 issues
1/8 Page:	\$100.00 per issue	\$170.00 = 2 issues	\$300.00 = 4 issues
1/4 Page:	\$135.00 per issue	\$230.00 = 2 issues	\$400.00 = 4 issues
1/2 Page:	\$175.00 per issue	\$295.00 = 2 issues	\$520.00 = 4 issues
Back Page:	\$375.00 per issue	\$635.00 = 2 issues	\$1125.00 = 4 issues
Full Page:	\$500.00 per issue	\$825.00 = 2 issues	\$1500.00 = 4 issues

Directory Listing:

Simple Directory Listing (Name, address, phone) with Display Ad:	Free
Extended Directory Listing (Additional 25 words) with Display Ad:	\$10.00 per issue
Extended Directory Listing <i>without</i> Display Ad:	\$30.00 single issue
Extended Directory Listing <i>without</i> Display Ad multi-issue discount:	\$25.00 per issue
Multiple subject headings with Display Ad:	\$5.00 per issue
1" x 1" Photo/Logo:	\$10.00 per issue

Layout Charge:

The contract rates listed are for camera-ready ads. Should layout and/or design work be needed, there will be a one-time charge of 25% of the non-discounted rate of your ad (on a 1/4 page, the charge would be \$33.75 plus your regular ad charge).

IMPORTANT INFORMATION

Our contract is on page 6 of this document.

All digital ads and digital art should be emailed to: PetAds@earthlink.net

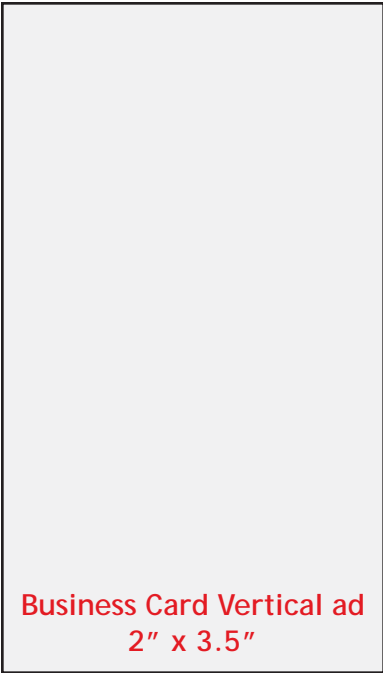
Contracts for advertising and payments should be mailed to:

Karen Waters, PO Box 201, Tesuque, NM 87574 or emailed to: PetAds@earthlink.net

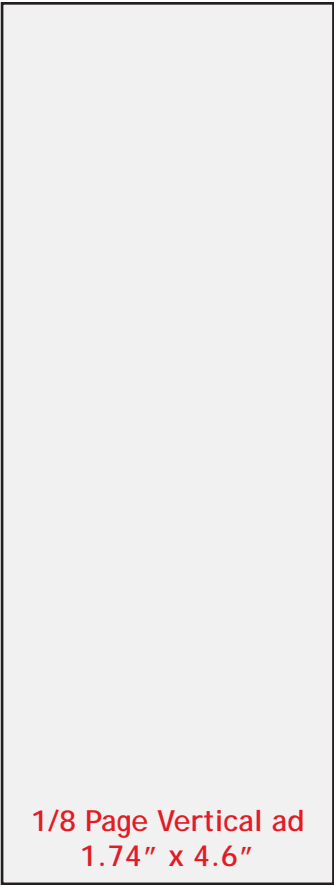
Please make your check payable to PETroglyphs

The shaded area on this page represents a Back Page ad - 7.75" x 6.75"

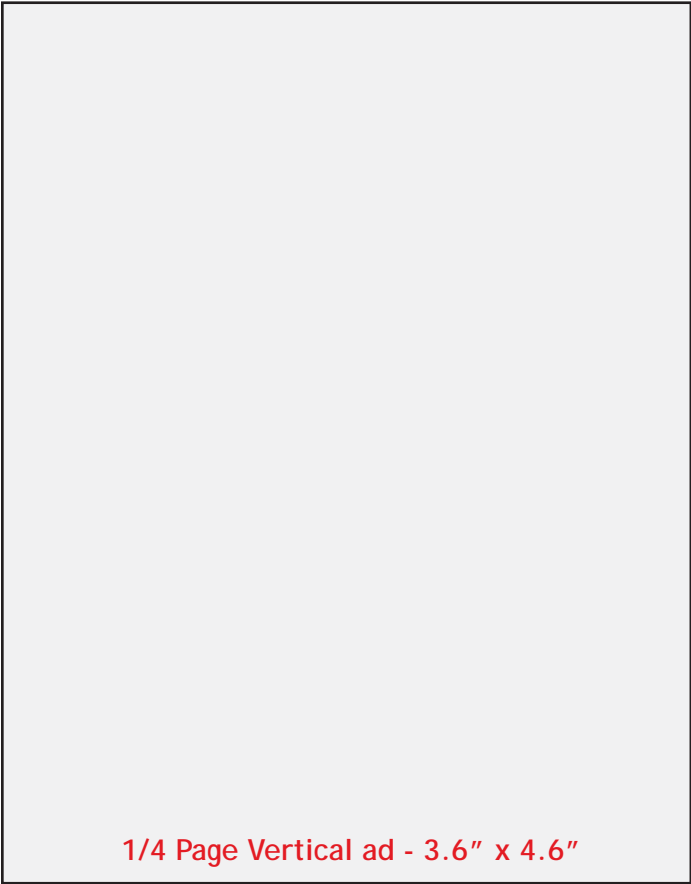
VERTICAL AD SIZES



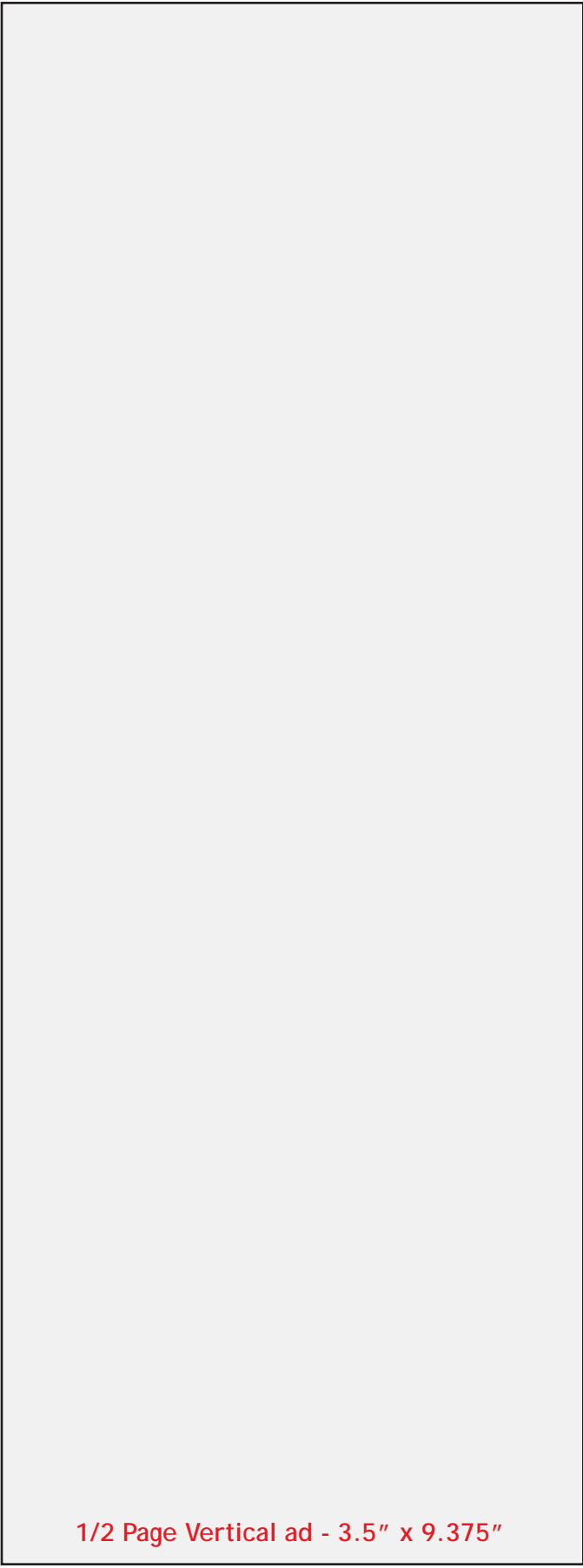
Business Card Vertical ad
2" x 3.5"



1/8 Page Vertical ad
1.74" x 4.6"



1/4 Page Vertical ad - 3.6" x 4.6"



1/2 Page Vertical ad - 3.5" x 9.375"

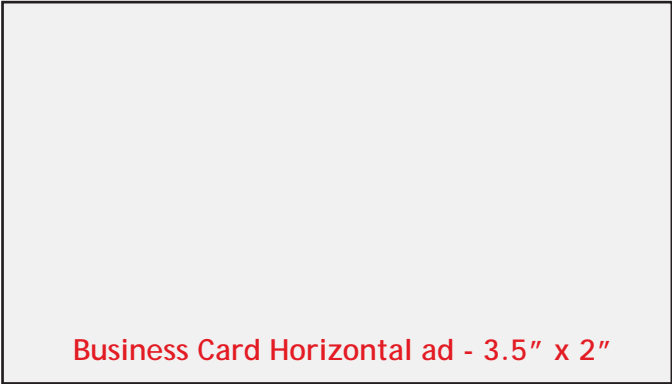
HORIZONTAL AD SIZES



1/4 Page Horizontal ad - 7.35" x 2.25"



1/8 Page Horizontal ad - 3.6" x 2.25"



Business Card Horizontal ad - 3.5" x 2"



1/2 Page Horizontal ad - 7.35" x 4.6"



Petroglyphs

7601 Vista del Arroyo NE
Albuquerque, NM 87109
(505) 926-1877
www.PetroglyphsNM.org

CONTRACT (page 1 of 2)

Business Name: _____ Contact: _____

Address: _____

Phone: _____ Email: _____

Website: _____

Preferred Directory Category: _____

A simple Directory Listing which includes your business name, address and phone number is complimentary with all display ads. If you are purchasing an extended Directory Listing, please include your additional 25 words or less here:

In addition to your 25 words, please circle the following items that you would like to appear in your listing:

address phone email website

I am interested in:

- Single Issue
- Two Issues
- One Year

Please let us know which type of advertising you are purchasing. Circle all that apply:

*Directory Listing Extended Directory Listing Business Card 1/8 Page 1/4 Page
1/2 Page Back Page Full Page*

Fees:

Display Ad: \$ _____

Layout/Design \$ _____

Directory Listing \$ _____

Other: \$ _____

Contract Total \$ _____



Petroglyphs

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CONTRACT (page 2 of 2)

Payment is due with contract.

My check is enclosed.

I would like to pay with my MasterCard or Visa.

Card # _____ Exp. _____

Name as it appears on Card: _____

3 Digit Verification Code _____

Billing Zip Code _____

I agree to the above terms and conditions.

Signature _____ Date _____

Mail contract with payment to:

Petroglyphs Magazine
Attn: Karen Waters
PO Box 201
Tesuque, NM 87574

Deadlines

Contracts and advertisements must be received by the 10th of the month prior to the issue where the ad will appear. Any changes to an existing ad must be received by the 15th of the month prior to publication. Email advertisements to Karen Waters at PetAds@earthlink.net

Layout Charge

The contract rates listed are for camera ready ads. Should layout and/or design work be needed, there will be a one-time charge of 25% of the non-discounted rate of your ad size. (For instance, on a 1/4 page ad, the charge would be \$33.75 plus your regular ad charge.)