

The Voice of New Mexico's Rural Electric Cooperatives



enchantment

Advertising Rate Card

Issued and Effective
January 1, 2012

Published by the
New Mexico Rural Electric Cooperative Association



Editorial Profile

enchantment is the second largest publication in New Mexico. Our average circulation for the 12 months ending September 2011 was 126,737. It is a tabloid format with 24-pages.

We believe New Mexico is a great place to live. We want to share our enthusiasm with the members of New Mexico's rural electric cooperatives.

Our goal is to tell the story of the people and places that make New Mexico special. We also want to offer useful and reliable information about energy use, conservation and rural electric cooperation.

Our priorities are:

- *People:* Friends and neighbors in their jobs and hobbies.
- *Places:* Charming and interesting nooks and crannies around the state.
- *Heritage:* The culture we share and the events that created it.
- *Energy:* How to save money, use energy wisely and enjoy a comfortable home.

enchantment has been in continuous publication since 1960. It is published by the New Mexico Rural Electric Cooperative Association located in Santa Fe. It is provided to electric cooperative members by the following 16 rural electric cooperatives:

- Central New Mexico Electric, Mountainair
- Central Valley Electric, Artesia
- Columbus Electric, Deming
- Continental Divide Electric, Grants
- Farmers' Electric, Clovis
- Jemez Mountains Electric, Española
- Kit Carson Electric, Taos
- Lea County Electric, Lovington
- Mora-San Miguel Electric, Mora
- Northern Río Arriba Electric, Chama
- Otero County Electric, Cloudcroft
- Roosevelt County Electric, Portales
- Sierra Electric, Elephant Butte
- Socorro Electric, Socorro
- Southwestern Electric, Clayton
- Springer Electric, Springer



Contacts Are:

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General Advertising Rates

Ad Type	Sample Dimensions (in inches)	1 month	6 months	12 months
1"	One Column: 2.33 x 1.00	\$95.00/mo.	\$90.25/mo.	\$84.55/mo.
1/6 Junior Page	One Column: 2.33 x 5.00	\$385.00	\$365.75	\$342.65
1/4 Junior Page	One Column: 2.33 x 7.50 or Two Columns: 4.83 x 3.75	\$532.50	\$505.88	\$473.93
1/3 Junior Page	One Column: 2.33 x 10.00 or Two Columns: 4.83 x 5.00	\$650.00	\$617.50	\$578.50
1/4 Full Page	One Column: 2.33 x 12.50	\$767.50	\$729.13	\$683.08
1/2 Junior Page	Two Columns: 4.83 x 7.50 or Three Columns: 7.33 x 5.00	\$880.00	\$836.00	\$783.20
Junior Page	Three Columns: 7.33 x 10.00	\$1,450.00	\$1,377.50	\$1,290.50
Full Page	Four Columns: 9.83 x 12.50	\$1,850.00	\$1,757.50	\$1,646.50

Other sizes available. Contact us for details.

Color and Special Charges

Color

- Four-color: \$350

Position

- Inside front, extra: \$350
- Inside back: Not sold
- Outside back: Not sold
- Guaranteed position: \$100

Inserts

- Single page no larger than 6.50" x 10.00." Please send sample prior to contracting for this service. Price is \$45 per thousand for single page. Call for price on multiple pages or heavy stock.

Split Run

- Available only for inserts.

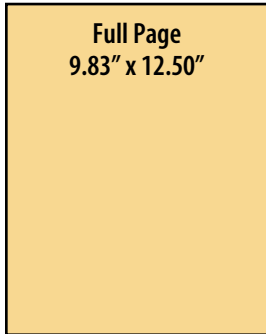
Prepress Fees

- Typesetting: 15% of ad rate, \$40 minimum.
- Scanning: \$20 per scan

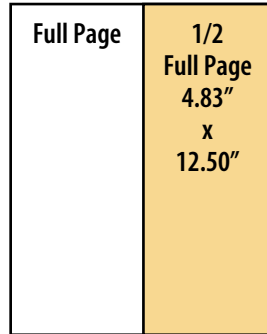


Sample Ad Sizes

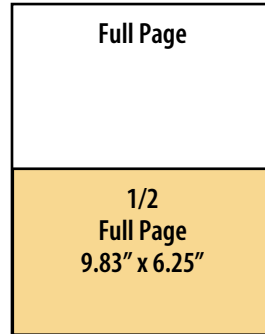
Full Page Ads



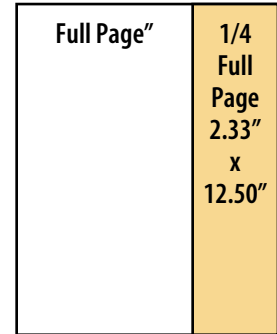
Full Page



1/2 Full (Vertical)

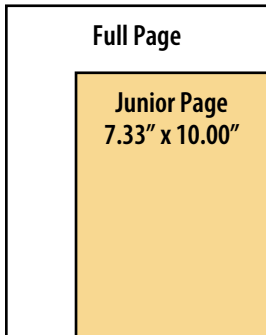


1/2 Full (Horizontal)

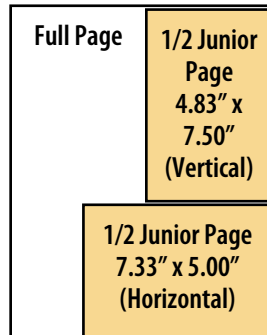


1/4 Full

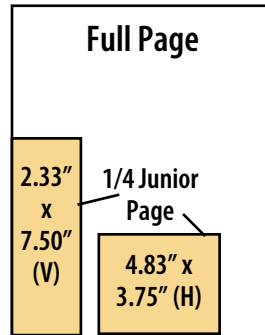
Half Page Ads



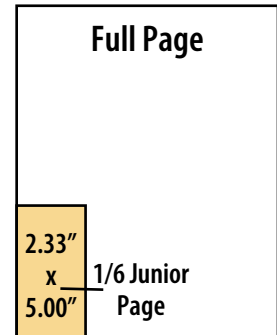
Junior Page



1/2 Junior
(Vertical & Horizontal)



1/4 Junior
(Vertical & Horizontal)



1/6 Junior

Print Specifications

- Color settings: US Web Uncoated v2
- Print resolution: 200 DPI

- Document Size: 11.00" (H) x 13.50" (W)
- Image Size: 9.83" (H) x 12.50" (W)
- Printing: Web Offset

- Screen: 100
- Binding: Quarter folded
- Columns: 4 x 2.31"
- Gutter: .167"



Materials Due, Discounts, Rate Protection Policy, Shipping Instructions

Materials Due

Insertion orders are due the 15th two months prior to publication, and ad copy is due the 26th two months prior to publication. For example, for a publication date of March, the insertion order is due January 15th and ad copy is due January 26th.

Discounts and Commissions

Agency Commission

15% of net charge (after all discounts) to recognized agencies.

Frequency Discount

5% for 6 months; 11% for 12 months. Advertisers who do not complete their schedule will be billed the short rate.

Membership and Nonprofit Discount

25% to New Mexico's rural electric co-op members or nonprofit organizations. Not commissionable and cannot be combined with other discounts.

Land, Relics, Services and Assorted Particulars

This section is limited to members of New Mexico's rural electric co-ops. All ads must be prepaid. No discounts are available. Rate is \$.50 per word with a \$15.00 minimum.

Rate Protection Policy

Rates are subject to change upon notice from the Publisher. If changed, the advertiser or its agency may cancel its run at the time the change becomes effective without short charges, provided advertisements published prior to cancellation are consistent with the run order.

Electronic Specifications

Display ads are accepted only in CMYK or B&W format with all art and all fonts embedded. Fonts may be converted to outlines. All ads must be submitted in PDF format.

PDF files should be distilled for version 4 compatibility. See the next page for screen shots of Distiller settings. "Preserve OPI comments" in the advanced settings must be off.

No other file formats are accepted. Ads must be accompanied by a proof. Call in advance with questions.

Return of Materials

Materials will be returned upon written request only. Publisher assumes no responsibility for materials. All unclaimed materials will be destroyed one year after date of final publication.

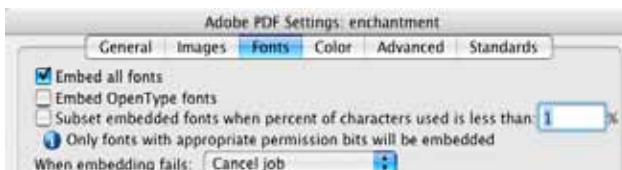
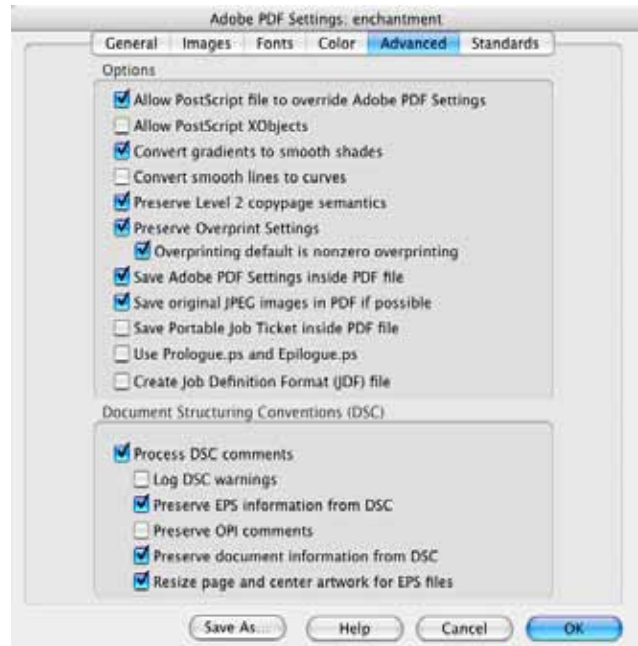
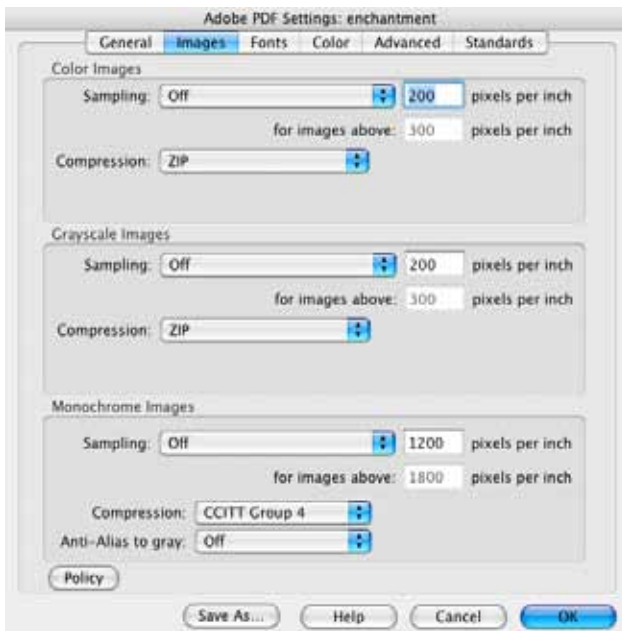
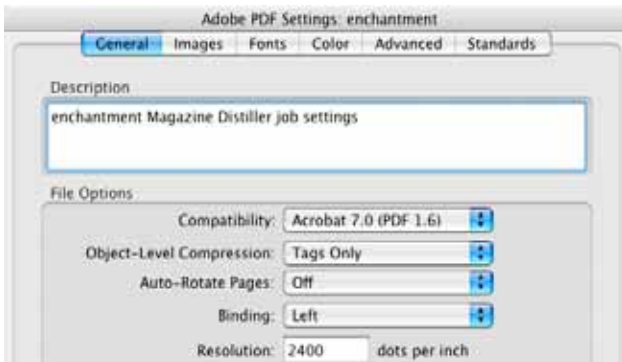
Shipping Instructions

All materials should be clearly marked with the date of issue. All orders, electronic media, proofs and correspondence must be sent to:

enchantment Magazine • Attention: Advertising
614 Don Gaspar Avenue
Santa Fe, NM 87505



Acrobat Distiller Settings





Advertising Conditions

1. All advertisements are accepted and published by the Publisher on the representation and warranty that the advertiser and/or advertising agency are authorized to publish the advertising copy submitted. When advertisements containing the names, pictures and/or testimonials of real persons, living or dead, are submitted for publication, the order or request for the publication shall be deemed to be a representation by the advertiser and/or advertising agency that they have written consent for their use in the advertisement of the name, picture and/or testimonial of any such real person, living or dead. It is understood that the advertiser and/or agency will indemnify and save the Publisher harmless from and against any loss, expense or other liability, including reasonable attorney's fees, resulting from any claims or suits for libel, violation of right of privacy or publicity, plagiarism, copyright or trademark infringement and any other claims or suits that may arise out of the publication of such advertisement.

2. All copy, text and illustrations are subject to Publisher's approval before execution of the order; and the right is reserved to reject or exclude copy which is, in Publisher's sole judgement, unethical, misleading, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with the character of the publication, or that does not meet with the approval of the Federal Trade Commission, or does not meet any other government regulations, whether or not the ad has already been accepted and/or published. In the event of such cancellation or rejection by the Publisher, the advertising already run shall be paid or billed at the rate provided for in the order.

3. All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time, without liability

even though previously acknowledged and accepted.

4. Advertisements of tobacco, alcohol, miracle cancer cures, or controversial topics are not permitted.

5. The Publisher reserves the right to place the word "advertisement" with any copy which in its sole opinion resembles editorial matter.

6. Positioning is at the discretion of the Publisher except where a request for a specific position is acknowledged by Publisher in writing.

7. Advertisements not received by closing date will not be entitled to the privilege of O.K. or revision by the advertiser or its agency.

8. Cancellations or changes in orders may not be made by the advertiser or its agency after the ad closing date.

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Advertising Conditions

...continued from page 7

- 9.** All insertion orders are subject to provisions of current rate card. Rates are subject to change upon notice from the Publisher. Should a change in rates be made, space reserved may be canceled by the advertiser or its agency at the time the change becomes effective without incurring short rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation in whole or part by the advertiser for any other reason will result in an adjustment of the rate to reflect actual space used at the earned frequency or volume rate.
- 10.** Orders beyond current closing dates are accepted only at rates then prevailing.
- 11.** Conditions are subject to change by Publisher without notice.
- 12.** No conditions, other than those set forth in this rate card, shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with the provisions of this rate card.
- 13.** The Publisher will not accept rate holders.
- 14.** Publisher shall have no liability for errors in key numbers.
- 15.** Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
- 16.** Production charges incurred on behalf of advertiser or its agency in the preparation of advertising material will be rebilled at net cost. All such charges are non-commissionable.
- 17.** Publisher shall have the right to hold advertiser and/or its advertising agency jointly and generally liable for such monies as are due and payable to Publisher for advertising which advertiser or its agency ordered and which was published.
- 18.** Publisher is not liable for delays in delivery and/or nondelivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond control of Publisher affecting production or delivery in any manner.
- 19.** The term "Publisher" shall refer to *enchantment* Magazine and its owners.