

# 2010 ADVERTISING RATE CARD\*



**COMBO:** Any 2 – 20% (Total x .8) or Any 3 – 25% (Total x .75)

## Full Page (90 column inches) W-10.125" x H-15"

	1X	6wks	13wks	26wks	52wks
Mountaineer	\$1,550	\$1,350	\$1,225	\$1,100	\$1,050
Space Observer	\$1,375	\$1,150	\$1,050	\$950	\$900
Academy Spirit	\$1,150	\$1,020	\$930	\$840	\$800
Schriever Sentinel	\$900	\$800	\$750	\$650	\$600
<b>All 4 per week</b>	<b>\$3,788</b>	<b>\$3,261</b>	<b>\$3,016</b>	<b>\$2,688</b>	<b>\$2,538</b>

## 2/3 PAGE (60 column inches) Vert: W-8.41" x H-11.625" / Horz: W-10.125" x H-10"

	1X	6 wks	13 wks	26 wks	52 wks
Mountaineer	\$1,025	\$925	\$800	\$700	\$650
Space Observer	\$900	\$800	\$700	\$625	\$575
Academy Spirit	\$775	\$675	\$575	\$535	\$500
Schriever Sentinel	\$600	\$550	\$500	\$450	\$400
<b>All 4 per week</b>	<b>\$2,532</b>	<b>\$2,237</b>	<b>\$1,963</b>	<b>\$1,755</b>	<b>\$1,547</b>

## ISLAND (40 column inches) W-6.694" x H-10"

	1X	6 wks	13 wks	26 wks	52 wks
Mountaineer	\$700	\$600	\$525	\$475	\$425
Space Observer	\$625	\$525	\$475	\$425	\$400
Academy Spirit	\$525	\$450	\$425	\$400	\$375
Schriever Sentinel	\$400	\$360	\$340	\$300	\$275
<b>All 4 per week</b>	<b>\$1,693</b>	<b>\$1,463</b>	<b>\$1,318</b>	<b>\$1,185</b>	<b>\$1,119</b>

## Half Page (48 column inches) Vert: W-6.694" x H-11.625" / Horz: W-10.125" x H-7.5"

	1X	6 wks	13 wks	26 wks	52 wks
Mountaineer	\$825	\$760	\$690	\$600	\$550
Space Observer	\$740	\$640	\$575	\$500	\$450
Academy Spirit	\$625	\$550	\$475	\$450	\$425
Schriever Sentinel	\$475	\$425	\$375	\$325	\$300
<b>All 4 per week</b>	<b>\$2,033</b>	<b>\$1,799</b>	<b>\$1,600</b>	<b>\$1,423</b>	<b>\$1,344</b>

## 1/3 Page (32 column inches) W-6.694" x H-7.5"

	1X	6 wks	13 wks	26 wks	52 wks
Mountaineer	\$550	\$475	\$425	\$375	\$325
Space Observer	\$500	\$425	\$375	\$325	\$300
Academy Spirit	\$425	\$375	\$325	\$300	\$275
Schriever Sentinel	\$325	\$300	\$275	\$250	\$225
<b>All 4 per week</b>	<b>\$1,352</b>	<b>\$1,185</b>	<b>\$1,043</b>	<b>\$929</b>	<b>\$876</b>

## Target or "Blanket" Southern Colorado's Largest Consumer Segment!



Fort Carson  
Over 23,000 readers each week



U.S.A.F.A.  
Over 12,000 readers each week



Peterson A.F.B.  
Over 14,000 readers each week



Schriever A.F.B.  
Over 5,000 readers each week

## ★ SUBMISSION GUIDELINES

**CSMNG is PC-based.**

- We accept:
  - PDF** (embed all fonts)
  - EPS** (all fonts converted to curves)
  - TIFF** (300 dpi)
- 4-color artwork must be provided as CMYK with an ink limit of 230%
- Please send a fax of electronically supplied ads.

## ★ DEADLINES

**Space Reservations:** Wednesday at noon prior to publication week.

**Materials Due:** Monday at noon prior to publication.

**Final Proof Approval to CSMNG:** Monday 5:00pm prior to publication.

**Call your Account Executive  
or 719.634.5905**

[www.csmng.com](http://www.csmng.com)

\* Prices subject to change

# 2010 ADVERTISING RATE CARD\*



**COMBO:** Any 2 – 20% (Total x .8) or Any 3 – 25% (Total x .75)

## 1/4 Page (24 column inches)

Vert: W- 4.979" x H-7.5" / Horz: W-10.125" x H-3.87"

	1X	6 wks	13 wks	26 wks	52 wks
Mountaineer	\$400	\$375	\$325	\$300	\$275
Space Observer	\$375	\$325	\$300	\$250	\$225
Academy Spirit	\$325	\$275	\$250	\$225	\$200
Schriever Sentinel	\$250	\$225	\$200	\$171	\$150
<b>All 4 per week</b>	<b>\$1,025</b>	<b>\$906</b>	<b>\$804</b>	<b>\$711</b>	<b>\$672</b>

## 1/8 Page (12 column inches)

Vert: W-3.264" x H-5.75" / Horz: W-4.979" x H-3.875"

	1X	6 wks	13 wks	26 wks	52 wks
Mountaineer	\$210	\$180	\$165	\$140	\$125
Space Observer	\$185	\$165	\$140	\$120	\$110
Academy Spirit	\$160	\$140	\$125	\$115	\$105
Schriever Sentinel	\$125	\$115	\$105	\$95	\$85
<b>All 4 per week</b>	<b>\$513</b>	<b>\$455</b>	<b>\$402</b>	<b>\$349</b>	<b>\$330</b>

## 12th Page (8 column inches)

W-3.264" x H-3.875"

	6X*	13X	26X	52X
Mountaineer	\$115	\$105	\$90	\$85
Space Observer	\$105	\$95	\$80	\$75
Academy Spirit	\$85	\$75	\$70	\$65
Schriever Sentinel	\$70	\$65	\$60	\$55
<b>All 4 per week</b>	<b>\$287</b>	<b>\$257</b>	<b>\$230</b>	<b>\$217</b>

## 16th Page (6 column inches)

W-3.264" x H-2.875"

	6X*	13X	26X	52X
Mountaineer	\$95	\$85	\$75	\$65
Space Observer	\$85	\$75	\$65	\$55
Academy Spirit	\$75	\$70	\$65	\$55
Schriever Sentinel	\$30	\$55	\$50	\$45
<b>All 4 per week</b>	<b>\$234</b>	<b>\$213</b>	<b>\$188</b>	<b>\$167</b>

**Per column inch** For ads deviating from standard sizes  
1 Column = W-1.54" x H 0.875" • Six Columns per page

	1X	4X	13X	25X
Mountaineer	\$18.82	\$17.47	\$16.13	\$14.78
Space Observer	\$16.71	\$15.43	\$14.14	\$12.86
Academy Spirit	\$14.72	\$13.50	\$12.27	\$11.04
Schriever Sentinel	\$11.57	\$10.28	\$9.00	\$9.00
<b>All 4 per week</b>	<b>\$46.37</b>	<b>\$42.51</b>	<b>\$38.65</b>	<b>\$35.76</b>

## COLOR RATES

	One Newspaper	Each Add. Paper
1 Additional Color:	\$50	\$50
4 Color Process:	\$250	\$75

## INSERTS

Your insert can be placed in any combination of the four newspapers. Minimum: 4,000.

Ask for special discount for printing and inserting. CSMNG prints and ships to other Publishers as well. One to six colors on any stock.

## RATES

1-4 Pages .....\$65/M  
5-8 Pages .....\$75/M  
9+ Pages.....\$85/M

## COLUMN SIZES

1 column = 1.549 wide  
2 column = 3.264  
3 column = 4.979  
4 column = 6.694  
5 column = 8.41  
6 column = 10.125

## POLICY

Local rates are commissionable, ads must be supplied in Camera Ready format and adhere to published submission guidelines. Publisher assumes no responsibility for poor quality artwork or any printed materials furnished by advertiser. Advertising cancelled after reservation deadline will be billed at 50%. Advertising simulating news must be noted as "paid advertisement" and in a distinctively different font than *The CSMNG* newspapers. Rates on this card are for run-of-paper position. Guaranteed paid position, if available, will be charged an extra 30% of the cost of the advertisement. In the event of errors by CSMNG that materially affect the value of the advertisement, CSMNG will reprint the part of the advertisement that was incorrect when notified within one week after publication. CSMNG will be responsible only for the space occupied by the error.

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