



# Tanoan Talk

## Tanoan COMMUNITIES EAST

NEWSLETTER AND WEB ADVERTISING RATES

www.tanoantalk.com

Reach over 1600 of Albuquerque's most coveted homes, with property values all in excess of half a million dollars. Target hard-to-reach potential customers who can afford to buy what you sell. They buy goods, services, cars and homes.

### Rates



Size	Inches, Width x Height	1 Time Rate	6 Time Rate
Full-page	8 x 10	\$310	\$275
Half-page vertical	3 <sup>7</sup> / <sub>8</sub> x 10	245	220
Half-page horizontal	8 x 4 <sup>7</sup> / <sub>8</sub>	245	220
Quarter-page	3 <sup>7</sup> / <sub>8</sub> x 4 <sup>7</sup> / <sub>8</sub>	195	175
Eighth-page	3 <sup>7</sup> / <sub>8</sub> x 2 <sup>5</sup> / <sub>16</sub>	145	125

Effective December 1, 2009

### General Information

Display advertising will be accepted for publication upon representation that the advertiser or representative is authorized to publish the entire contents and subject matter thereof. The publisher reserves the right to review and edit all ads, to request that an ad be revised prior to publication, or to reject ads. The publisher reserves the right to insert the word "advertisement" above any advertising copy. In consideration for publication, the advertiser will indemnify Tanoan Talk and its employees, agents and representatives from and against any loss or expense arising out of publication of such advertisement, including without limitation those resulting from claims or suits for libel, violation of rights of privacy, plagiarism or copyright infringement. The publisher reserves the right to repeat the last standing ad or to change for space reserved if acceptable copy is not received by the deadline.

Visit [Tanoantalk.com](http://Tanoantalk.com) or [tanoaneastnews.com](http://tanoaneastnews.com). All annual advertisers get their ad posted online FREE. It's included in your annual schedule. So feel free to furnish us a 4 color ad for this placement. Your ad is given premium placement in a referral section for your type of business. Be sure your ad is not dated. We can replace your copy, but we're not responsible for outdated copy if you don't notify us about changes.

### Deadlines

Ads must be emailed to [ann@mulhernadvertising.com](mailto:ann@mulhernadvertising.com) by the 10th of the month prior to publication.

### Publication Dates

February, April, June, August, October, December.

### Mechanical Requirements

PDF, EPS or TIFF (300 dpi). Embed all fonts in files. Camera-ready art is required. Files can be submitted via email or CD. A hard copy should accompany a CD file.

### Production Charges

Any necessary typesetting, layout or camera work will be charged at the rate of 40% of the cost of the ad space. Minimum charge \$75.

### Production Specifications

All artwork must be black and white

### Frequency Discounts

Advertising must be inserted within a twelve-month period to be eligible for frequency discount rates.

### Short Rates

An advertiser who does not complete a committed schedule within a contract year will be subject to a short rate to earned frequency rate.

### Terms

All advertising must be prepaid.

# Tanoan Talk/Tanoan Communities East Advertising Order Form

Email to [ann@mulhernadvertising.com](mailto:ann@mulhernadvertising.com)  
or Fax to **897-8102** to order. *Space is limited.*

Date \_\_\_\_\_

Business Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

## Newsletter Tanoan Talk Tanoan East

**Size:**  Full-page  Half-page horizontal  Half-page vertical  Quarter-page  Eighth-page

**Frequency:**  One month  One year (six issues) Amount per Ad Placed \$ \_\_\_\_\_

Subtotal \$ \_\_\_\_\_

Tax (6.75%) \$ \_\_\_\_\_  
*Must be added.*

**Total** \$ \_\_\_\_\_

Make Check Payable to:

### Mulhern Advertising, Inc.

P.O. Box 10246  
Albuquerque, NM 87184  
(505) 897-8100

Payment **must** be received **before** ad will run.

Method of Payment:  Check  Master Card  Visa

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVN Number (on back of card) \_\_\_\_\_