The Clovis News Journal and Portales News-Tribune are published Tuesday through Sunday. The Quay County Sun is published every Wednesday.

**Advertising Rates**
(Per column inch rates)

<table>
<thead>
<tr>
<th></th>
<th>Retail</th>
<th>Classified</th>
<th>Personal*</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNJ Daily</td>
<td>$10.80</td>
<td>$10.75</td>
<td>$5.97</td>
</tr>
<tr>
<td>PNT Daily</td>
<td>$8.33</td>
<td>$8.28</td>
<td>$5.97</td>
</tr>
<tr>
<td>CNJ/PNT Sat./Sun. Combo</td>
<td>$15.00</td>
<td>$14.94</td>
<td>$10.54</td>
</tr>
<tr>
<td>QCS Weekly</td>
<td>$6.67</td>
<td>$6.13</td>
<td>$4.84</td>
</tr>
</tbody>
</table>

Ad Supercharger, Email Blast & Social Media Sharing: $10 per ad per day.

**Color Rates**

<table>
<thead>
<tr>
<th>Sizes</th>
<th>1 - Color</th>
<th>Full Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>109 - 129</td>
<td>$1.20</td>
<td>$2.00</td>
</tr>
<tr>
<td>61 - 108</td>
<td>$1.40</td>
<td>$2.20</td>
</tr>
<tr>
<td>31 - 60</td>
<td>$1.60</td>
<td>$2.50</td>
</tr>
<tr>
<td>10 - 30</td>
<td>$1.75</td>
<td>$2.95</td>
</tr>
</tbody>
</table>

**Front Page Banner**
(6x2 Full Color)

<table>
<thead>
<tr>
<th></th>
<th>CNJ</th>
<th>PNT</th>
<th>Sat/Sun Combo</th>
<th>QCS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>$237</td>
<td>$188</td>
<td>$300</td>
<td>$172</td>
</tr>
</tbody>
</table>

**Pre-Printed Inserts**

<table>
<thead>
<tr>
<th></th>
<th>CNJ</th>
<th>PNT</th>
<th>QCS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>$598</td>
<td>$250</td>
<td>$295</td>
</tr>
<tr>
<td>Sunday</td>
<td>$615</td>
<td>$260</td>
<td></td>
</tr>
</tbody>
</table>

**Political Ads:** Political ads are charged at retail or classified rates. They must be paid for when ordered and do not qualify for discounts.

**Personal:** Personal ads consist of Birthdays, Weddings, Anniversaries, Engagements, Thank you ads, etc.
### The Shoppette or Cannon Connections

<table>
<thead>
<tr>
<th>Size</th>
<th>Retail</th>
<th>Personal</th>
<th>Classified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$355</td>
<td>$242</td>
<td>$6.67</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$194</td>
<td>$129</td>
<td></td>
</tr>
<tr>
<td>1/4th Page</td>
<td>$113</td>
<td>$75</td>
<td></td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$70</td>
<td>$43</td>
<td></td>
</tr>
<tr>
<td>Front Page**</td>
<td>$521</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Page**</td>
<td>$575</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Ad Supercharger, Email Blast & Social Media Sharing:
$10 per ad per day.

### Color Rates

<table>
<thead>
<tr>
<th>Sizes</th>
<th>1 - Color</th>
<th>Full Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$70</td>
<td>$125</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$40</td>
<td>$75</td>
</tr>
<tr>
<td>1/4th Page</td>
<td>$25</td>
<td>$45</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$15</td>
<td>$25</td>
</tr>
</tbody>
</table>

### Insert Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>The Shoppette</th>
<th>Cannon Connections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Distribution</td>
<td>(13,000)</td>
<td>(5,000)</td>
</tr>
<tr>
<td>Curry County</td>
<td>$616</td>
<td>$414</td>
</tr>
<tr>
<td>Roosevelt County</td>
<td>(9,200)</td>
<td>(4,500)</td>
</tr>
<tr>
<td>Base Housing</td>
<td>$70</td>
<td>$124</td>
</tr>
</tbody>
</table>

### The Shoppette is published every Wednesday and inserted into the Clovis News Journal and Portales News-Tribune, plus home-delivered to non-subscribers in Curry and Roosevelt Counties.

### Cannon Connections is published every Friday, 5,000 copies are distributed to Cannon Air Force Base and area communities.

### Online Ads & Military Map

- **Top Leaderboard**
  - $20/thousand Impressions - Static
  - $25/thousand Impressions - Flash

- **Bottom Leaderboard & Medium Box Ads**
  - $15/thousand Impressions - Static
  - $20/thousand Impressions - Flash

- **Option Add-ons**
  - (add $5/k to total for any of these)
  - Dayparting
  - Exclusive Spots
  - Section Targeting

- **Discounts**
  - $5 off/thousand with print ad

### Online Military Discount Map

- **Discounts**
  - $50
  - $100
  - $150

- **Section**
  - Basic Discount Info.
  - Upgraded Large Discount Info.

- **Placement on Map**
  - Medium Size
  - Large Size

- **Business Name/Address**
  - Logo

- **Option Add-ons**
  - (add $5/k to total for any of these)
  - Dayparting
  - Exclusive Spots
  - Section Targeting

- **Discounts**
  - $5 off/thousand with print ad

### Online Ad Pricing

<table>
<thead>
<tr>
<th>Size</th>
<th>Retail</th>
<th>Personal*</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Front Page**</td>
<td>$242</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Page**</td>
<td>$129</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Personal: Personal ads consist of Birthdays, Weddings, Anniversaries, Engagements, Thank you ads, etc.

** Front and Back Pages are full color and only available in The Shoppette.

### Discounts

- Search Engine Optimization
- Pay-Per-click
- Custom Websites
- Profile Page

### Ad Supercharger, Email Blast & Social Media Sharing:
$10 per ad per day.

### Color Rates

<table>
<thead>
<tr>
<th>Sizes</th>
<th>1 - Color</th>
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</tr>
</thead>
<tbody>
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<td>$40</td>
<td>$75</td>
</tr>
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<td>1/4th Page</td>
<td>$25</td>
<td>$45</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$15</td>
<td>$25</td>
</tr>
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</table>

### Insert Rates

<table>
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</tr>
</thead>
<tbody>
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<tr>
<td>Base Housing</td>
<td>$70</td>
<td>$124</td>
</tr>
</tbody>
</table>

### The Shoppette is published every Wednesday and inserted into the Clovis News Journal and Portales News-Tribune, plus home-delivered to non-subscribers in Curry and Roosevelt Counties.

### Cannon Connections is published every Friday, 5,000 copies are distributed to Cannon Air Force Base and area communities.

### Your Sales Team

- **Leslie Nagy**
  - 512 Pile Street
  - Clovis, NM 88101
  - 575-763-3431

- **Jesika Trujillo**
  - 101 East 1st Street
  - Portales, NM 88130
  - 575-356-4481

- **Rebekah Montoya**
  - 902 South 1st St.
  - Tucumcari, NM 88401
  - 575-461-1952

- **Tammy Newby**
  - Megan McRae
  - Victoria Garrett
  - Terri Ann Gutierrez
  - Andrew Bouillon
  - Veronica Montano
## National/Agency Ads

### Retail Display
- **CNJ Daily**
  - Sunday: $15.00
  - $15.59
- **PNT Daily**
  - Sunday: $11.40
  - $11.93
- **CNJ/PNT Combo Saturday**
  - $21.45
- **QCS Weekly**
  - $8.58

### Classified Display
- **CNJ Daily**
  - Full Run (5,000): $763
  - Base Housing Only (900): $656
- **PNT Daily**
  - Full: $349
  - Half: $333
- **The Shoppette**
  - Full Run (13,700): $1,032
  - Curry County (9,200): $726
  - Roosevelt County (4,500): $355

### Cannon Connections
- **Ad Size**
  - Eighth: $81
  - Quarter: $124
  - Half: $236
  - Full: $457
  - Class Display: $9.41 pci

### The Shoppette
- **Ad Size**
  - Eighth: $124
  - Quarter: $167
  - Half: $317
  - Full: $570
  - Class Display: $9.41 pci

### Ad Supercharger, Email Blast & Social Media Sharing:
- $10 per ad per day.

### Color Rates
- **Sizes**
  - 109 - 129: $1.45
  - 61 - 108: $1.60
  - 31 - 60: $1.75
  - 10 - 30: $1.90

### Insert Rates
- **Flat Rate**
  - **Clovis News Journal**
    - Saturday/Sunday: $763
    - Daily: $656
  - **Portales News-Tribune**
    - Saturday/Sunday: $349
    - Daily: $333
  - **Quay County Sun**
    - Wednesday: $290

### Political ads must be paid when ordered. Political ads do not qualify for discounts.

---

## Welcome Home

Published twelve times a year, with a circulation of 8,000 copies each month. Ads are printed in full color on every page.

### Inside Pages
- **Rate**
  - Full Page: $387
  - 1/2 Page: $210
  - 1/4th Page: $118
  - 1/8th Page: $56

### Cover Pages
- **Rate**
  - Front: $538
  - Back: $505
  - Inside Front/Back: $440

Ad Supercharger, Email Blast & Social Media Sharing:
- $10 per ad per day.

### Print/Online Combo
- **Top Leaderboard**
  - $15 /CPM* Static
  - $20 /CPM* Flash
- **Bottom Leaderboard & Medium Boxes**
  - $10 /CPM* Static
  - $15 /CPM* Flash

*CPM - Cost per thousand impressions.

Space reservation is the 11th of each month prior to publication.

---

## Your Sales Team

**Terri Ann Gutierrez**

tgutierrez@cnjonline.com

---

**Leslie Nagy**

**Jesika Trujillo**

**Rebekah Montoya**

**Tammy Newby**

**Megan McKee**

**Victoria Garrett**

**Terri Ann Gutierrez**

**Andrew Bouillon**

**Veronica Montano**

---

**Clovis News Journal**

512 Pile Street
Clovis, NM 88101

575-763-3431

**Portales News-Tribune**

101 East 1st Street
Portales, NM 88130

575-356-4481

**Quay County Sun**

902 South 1st St.
Tucumcari, NM 88401

575-461-1952
### WE Print

<table>
<thead>
<tr>
<th></th>
<th>1 Sided</th>
<th>2 Sided</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>B&amp;W</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5,000 (minimum)</td>
<td>$75</td>
<td>$100</td>
</tr>
<tr>
<td>10,000</td>
<td>$65</td>
<td>$85</td>
</tr>
<tr>
<td>20,000</td>
<td>$60</td>
<td>$80</td>
</tr>
<tr>
<td>Black+1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5,000 (minimum)</td>
<td>$80</td>
<td>$118</td>
</tr>
<tr>
<td>10,000</td>
<td>$70</td>
<td>$95</td>
</tr>
<tr>
<td>20,000</td>
<td>$65</td>
<td>$85</td>
</tr>
<tr>
<td><strong>Black+2</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5,000 (minimum)</td>
<td>$95</td>
<td>$129</td>
</tr>
<tr>
<td>10,000</td>
<td>$80</td>
<td>$108</td>
</tr>
<tr>
<td>20,000</td>
<td>$70</td>
<td>$95</td>
</tr>
<tr>
<td><strong>Full</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5,000 (minimum)</td>
<td>$113</td>
<td>$172</td>
</tr>
<tr>
<td>10,000</td>
<td>$100</td>
<td>$167</td>
</tr>
<tr>
<td>20,000</td>
<td>$80</td>
<td>$129</td>
</tr>
</tbody>
</table>

We Prints are single-sheets printed on 8½ x 11 white matte 70-lb paper. The cost-per-thousand price listed includes CMI prepress work and printing. Insertion rates for We Prints are not included in printing cost.

### Ad Dimensions

- **Full Page**: 6 COL X 21”
- **Half Page**: 3 COL X 5”, 2 COL X 5”
- **Quarter Page**: 1 COL X 10”
- **Eighth Page**: 1/2 COL X 2.5”, 1/4 COL X 2.5”
- **Tab**: 7.5” x 9.68”
- **Pony Tab**: 7.5” x 9.68”

### Your Sales Team

- Clovis News Journal, Portales News-Tribune, and Quay County Sun
  - Leslie Nagy, Jesika Trujillo, Tammy Newby, Megan McKee, Victoria Garrett, Andrew Bazillion, Veronica Montano

- CMI Clovis Media Inc.
  - Tucumcari, NM 88401

- 902 South 1st St., Tucumcari, NM 88401
  - 575-461-1952

- Portales News-Tribune
  - 101 East 1st Street, Portales, NM 88130
  - 575-356-4481

- Quay County Sun
  - 902 South 1st St., Tucumcari, NM 88401
  - 575-461-1952
**Policiy and Terms**

1. **Advance Payment Required:** All advertising is payable in advance, unless credit has been established by Clovis Media Inc. We accept all credit cards.

2. **Interest Accrued:** All bills are due and payable at the office of CMI as services are rendered. Any unpaid balance from the previous month will be charged interest at the rate of 1.5% per month.

3. **Liquidation or Going Out of Business:** Cash must accompany all advertisements declaring a merchant’s intention to close or go out of business regardless of previous credit establishment.

4. **Non-commissionable:** Local advertising rates are not agent commissionable.

5. **All Bills Final:** Any bill rendered to the advertiser by publisher shall be conclusive as to correctness and shall constitute an account stated unless written objection is made therein by the advertiser or publisher within thirty (30) days from the rendering thereof.

6. **Rights of the Publisher:** Publisher retains the right to refuse service or edit any advertisement. Publisher retains all property rights in, and all title to, all copyrightable material.

7. **Rate Revision Notice:** Publisher reserves the right to revise advertising rates with 30 days notice and all contracts are accepted subject to this reservation.

8. **Position Policy:** CMI will make every attempt to grant the Advertiser’s position request. However, no position request can be guaranteed. A position request for a specific page, if fulfilled, will carry a 20% premium cost. If two requests for the same page are received for any given edition, the larger ad will receive priority. If both ads are the same size, the first one ordered (with insertion order) receives priority.

9. **Proofs Policy:** Should a display ad be accepted after copy deadline, a proof will not be shown and the newspaper will in no way be responsible for errors.

10. **Errors:** The publisher’s responsibility for typographical errors and copy omission of display ads is as follows: proof to advertiser removes all responsibility of the publisher, except in cases where there is a failure of the newspaper to correct properly marked errors or omissions on the proof. Publisher’s liability shall be limited to the correction of, or the cancellation of charge, for that portion of the ad rendered valueless by such errors or omissions. No responsibility is assumed for more than one incorrect insertion of any advertisement. CMI must be notified with 24 hours after publication of any error.

11. **Change of Copy Charges:** The first revision is free. Each additional revision is subject to a minimum $35.00 fee.

12. **Letter of Correction:** In the case of a CMI printing error, a letter of correction will be delivered to the advertiser/business. Cases of improper proofing or pricing by the advertiser will not be given letters of correction from CMI.

13. **TearSheets:** TearSheets are provided free of charge for any display upon request. Classified line ads are $1.00 per tearSheet.

14. **Political & Legislative Advertising Rates:** Any advertising that takes a stand involving a political figure, political party or government issue, regardless of whether or not an election is involved, will be considered political. Political and legislative advertising will be published only when full payment has been made prior to the deadline of publication date, and insertion order has been signed by the candidate, campaign manager or agency. All political advertising must include all information regarding the name of the person or group placing ad and any other state or federal information required by law. Candidates for a political office in our circulation area will be charged the local political rate. Candidates for a statewide political office and candidates for a national office will be charged national rates.

15. **Rate Classification Retail Advertising:** An advertiser shall be entitled to retail rates when advertising the sale of merchandise or services directly to the public through one or more locations within the counties of Curry, Roosevelt, DeBaca, Parmer, and Bailey.

16. **Late fee:** Ads turned in after deadline will be subject to a $3.00 per column inch fee.

---

**Deadlines & Requirements**

<table>
<thead>
<tr>
<th>Publication Day</th>
<th>Space Reservation</th>
<th>Ad Approval</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNJ/PNT Tuesday</td>
<td>2 pm Friday</td>
<td>2 pm Monday</td>
</tr>
<tr>
<td>CNJ/PNT Wednesday</td>
<td>11 am Monday</td>
<td>2 pm Tuesday</td>
</tr>
<tr>
<td>QCS Wednesday</td>
<td>2 pm Monday</td>
<td>1 pm Tuesday</td>
</tr>
<tr>
<td>Shopette Wednesday</td>
<td>10 am Thursday</td>
<td>4 pm Friday</td>
</tr>
<tr>
<td>CNJ/PNT Thursday</td>
<td>11 am Tuesday</td>
<td>2 pm Wednesday</td>
</tr>
<tr>
<td>CNJ/PNT Friday</td>
<td>11 am Wednesday</td>
<td>2 pm Thursday</td>
</tr>
<tr>
<td>Cannon Connections Friday</td>
<td>12 pm Monday</td>
<td>1 pm Wednesday</td>
</tr>
<tr>
<td>CNJ/PNT Saturday</td>
<td>9 am Thursday</td>
<td>9 am Friday</td>
</tr>
<tr>
<td>CNJ/PNT Sunday</td>
<td>11 am Thursday</td>
<td>11 am Friday</td>
</tr>
</tbody>
</table>

Ads must be cancelled by space reservation deadline.

**Technical Requirements**

Pagination-ready ad material must meet the following specifications:

- **General Specs:** Material must be MAC compatible (QuarkXpress, Illustrator, Photo Shop, PDF, Indesign). PDF files must be CMYK colors with fonts embedded or outlined.

- **Image and Color Formats:** Scanned images or digital images must be 300 dpi or higher. All color must be CMYK, no Pantone, RGB or Indexed Color accepted. Black must be converted to 100% K on the CMYK chart.

- **Ad Sizes:** Refer to ad size specification page.

- **File Submission:** Portable media: CD/DVD Rom, jump drive or FTP site. Submit camera-ready ads to: cnjadvertising@cnjonline.com

---

**Your Sales Team**

- Leslie Nagy
- Jesika Trujillo
- Rebekah Akeretopa
- Terri Ann Gutierrez
- Vanessa Montano

- Megan McRae
- Victoria Garrett
- Terri Ann Gutierrez
- Andrew Boullion
- Veronica Montano

**Clovis, NM 88101**
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