

taos green guide 2008



The Taos Green Guide delivers timely articles on sustainability in Northern New Mexico. The magazine features essays and how-to's, historic perspectives and technological innovations for the "green" topics of our times. The 2008 Guide will be our fourth annual publication. We offer the following benefits to our advertisers:

- 20,000 copies distributed throughout Taos and the surrounding region including select sites in Santa Fe
- Dedicated readership has deep shared values with our advertisers
- Year-round visibility to local residents and visitors
- Equivalent cost of two weeks exposure in newspapers
- Years of satisfied readers and advertisers
- Meaningful support for sustainability education and businesses



Every dollar spent on advertising in the Taos Green Guide hits a targeted market and returns the investment many times over – in customer interest and in sustaining this beautiful region we all share.

Contact:

Sharon Leach, Publisher, 776-1069
or cell 770-5670, sharonl@sustaintaos.org
or Sustain Taos office 751-0555

Submissions of finished copy, and Ad files are due by September 15, 2007.

Prices are based on camera-ready copy or electronic files, and payment is required by the due date for your ad to be included.

Plan ahead and arrange Graphic Design services. Assistance is available at \$50 per hour.

Electronic file specs:

The covers are printed four color offset. The interior pages are printed on a heat-set web press. Files must be saved as 300 dpi CMYK, and correctly sized. Files accepted are InDesign, Quark, Illustrator, and Photoshop. Microsoft files are not acceptable. Preferred formats are press ready pdf, or tif. Files not submitted correctly will incur additional charges.

Submit to David Doyle at P.O. Box 798, Arroyo Seco, NM 87514 on CD, or at taosdave@newmex.com, www.digitaldogdesign.us
Email or call 776-9760 with design questions.

Ad Size	* full bleed trim size 8" x 10.25"	Dimensions		Discounted Price	Standard Price
		width	height	paid by 8/30	paid by 10/15
1	Full Page*	7"	9.2"	\$1035	\$1155
	Cover Outside Back			\$2200	\$2500
	Cover Inside Front			\$1800	\$2100
	Cover Inside Back			\$1700	\$1900
	Centerfold			\$2100	\$2300
2	Two Thirds vertical	4.6"	9.2"	\$690	\$770
3	Half horizontal	7"	4.5"	\$530	\$590
4	Half vertical	4.6"	6.85"	\$530	\$590
5	Third square	4.6"	4.5"	\$380	\$420
6	Third vertical	2.2"	9.2"	\$380	\$420
7	Quarter horizontal	7"	2.15"	\$300	\$330
8	Quarter vertical	2.2"	6.85"	\$300	\$330
9	Sixth vertical	2.2"	4.5"	\$200	\$225
10	Sixth horizontal	4.6"	2.2"	\$200	\$225

Our prices have increased to reflect the increased cost of using New Leaf paper for this publication. A non-profit discount of 20% off quarter, third, half and two-thirds page size ads is available on a limited basis and must be reserved by August 15th with 10% deposit.