

Arizona Native Scene

.....**Newspaper Advertising Rate Sheet**.....

The **Arizona Native Scene** has been operating successfully for twelve years in the Phoenix area with feature articles on Native American politics, education, health, with plenty of photographs, a calendar of events, music and entertainment interviews and reviews. The newspaper has local, regional, state and national news to keep readers informed of happenings around the state and country with Native American issues.

Coverage: 5,000 - **10,000 COPIES** distributed **FREE** to over **200 LOCATIONS** in the Phoenix metro area, including colleges, universities, hospitals, the Fort McDowell, Tonto Apache, Gila River and Salt River Indian Communities, and in Flagstaff, and at select places on the Navajo Nation.

Monthly Distribution: Be part of the fastest growing monthly Native newspaper in Arizona and the Southwest.

DEADLINE: 25th of the month, both editorial and advertising.
PRINT DATE: First week of the month

Questions: Call (602) 448-0260 or FAX to (480) 610-9480.

Advertising Rates	SIZE	OPEN RATE	THREE
	Rates are for camera ready ads -- Add 15% for non-camera ready material	Monthly	CONSECUTIVE
	Full Page (10" Wide x 12 1/2" Deep) Back Page (Black and White rate)	\$700.00 \$900.00	RUNS CONTRACT 10% OFF per month* \$630.00 \$810.00
	Half Page (10" W x 6.125" D or 4.875" W x 12-1/2" D, or 7-1/2" W x 9" D)	\$400.00	\$360.00
	Quarter Page (4.875" wide x 6.125" deep)	\$225.00	\$202.50
	Eighth Page (4.875" wide x 3" deep)	\$125.00	\$112.50
	Business Card (Calendar page only-adjusted size)	\$80.00	\$72.00
	Classified/Job Section (8 pt. text; 12 pt. title on 6 col. page)	.65¢ per word	No discount

***Other discounts available for longer periods of advertising.**
Rates based upon per issue. Call for estimates.
Specifications: Tab: 11-1/2" x 13 3/4"; 85 line screen negative
 Live area 10" wide x 12 1/2" deep, no bleeds.
 Email: 300 dpi JPEG and TIFF files OK, PDF please call.
Color Charges: \$100.00 per spot color, \$300.00 maximum-including
 4 color process. QuarkExpress disk or film with match print.
 Match prints for four color \$60.00 extra.
Design Charges: 15% for major work; scan of black and white photos or
 logos-\$25 extra; color scans \$60 extra.
Billing: Account due within 10 days upon receipt of invoice.
 No agency discounts, unless prior approval.
 Political or transient advertising must be paid in advance
 in cash or money order, no discounts available.

20,000 Readers!
Arizona Native Scene
P.O. Box 4950
Mesa, Az 85211
(602) 448-0260
FAX (480) 610-9480