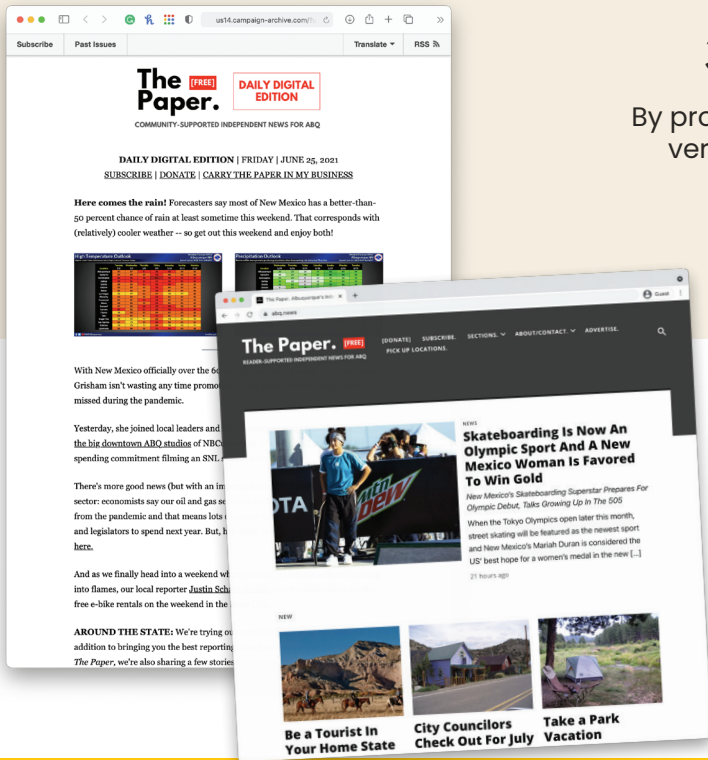


# The Paper.

ALBUQUERQUE'S INDEPENDENT COMMUNITY NEWS

**ADVERTISE DIFFERENTLY.** The Paper. gives life and voice to Albuquerque stories, too often ignored by traditional media. Our readers (your consumers) spend quality and lengthy time with our multi-channel product portfolio.

Compared to other media outlets, advertising with The Paper. allows you to use your budget wisely. Use this media kit to gain an understanding on how your advertising dollars can go to work for you, introducing your business to a **BETTER RETURN ON INVESTMENT.**



**389,300 EMAILS DELIVERED/WK**

By providing hyper-local news and content, our Mailchimp-verified open and click rates confirm that The Paper's 41K subscribers are more likely to open and click our daily content than peer news outlets.

**41K DAILY EMAIL SUBSCRIBERS**

*"How many times will my newsletter campaign be viewed each week?"*

**OUR DAILY DIGITAL EDITIONS ARE VIEWED 58,657+ TIMES PER WEEK BY SOME OF ABQ'S MOST ENGAGED CONSUMERS**

EMAIL STATISTICS

Daily Email Subscribers

**41 K**

Successful Email Deliveries/Week

**389,300+**

Email Unique Opens/Week

**58,657+**

WEBSITE STATISTICS

Average Unique Page Views/Month

**104 K**

Average Time on Page

**2:42**

PRINT STATISTICS

Print Copies Delivered Weekly

**10 K**

ABQ Metro-area Distribution Locations

**175+**

# WEBSITE ADVERTISING



# The Paper.

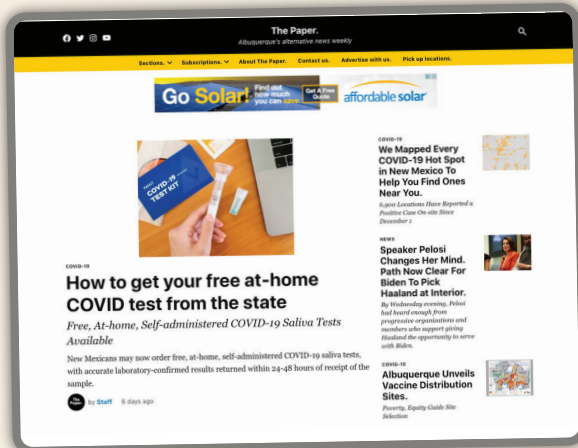
ALBUQUERQUE'S INDEPENDENT COMMUNITY NEWS

## 104,500+ MONTHLY PAGE VIEWS

In an age when all news looks the same, local readers are looking for trustworthy, in-depth local news, events and analysis you can't get from corporate media.

Distracting pop-ups and pages full of advertisements simply don't inspire trust among consumers. You won't find any of that here!

In order to maximize the reader experience, we limit the number of available ad impressions – that means our readers stay on the page longer.



## RESERVE NOW – ONLY 126,800 AD IMPRESSIONS AVAILABLE WEEKLY

### LIMITED WEBSITE CAMPAIGN PACKAGES AVAILABLE EACH WEEK

Customize your digital ad buy to meet your weekly or monthly impression goals!

- Site Top Super Banner** \$500  
970 x 90px or 728 x 90px  
\*Limited availability per week
- Billboard** \$350  
970 x 250px
- Leaderboard** \$300  
728 x 90px
- Rectangle** \$250  
300 x 250px
- Bottom-of-Page** 20% discount

**1.4**  
Average Pages  
per Session

**2:42**  
Average Time  
on Page





# NEWSLETTER ADVERTISING

## NEWSLETTER AD RATES

**Site Top Super Banner**  
970 x 90px or 728 x 90px  
\*Limited availability per week

**Billboard**  
970 x 250px

**Leaderboard**  
728 x 90px

**Rectangle**  
300 x 250px

**Bottom-of-Page**

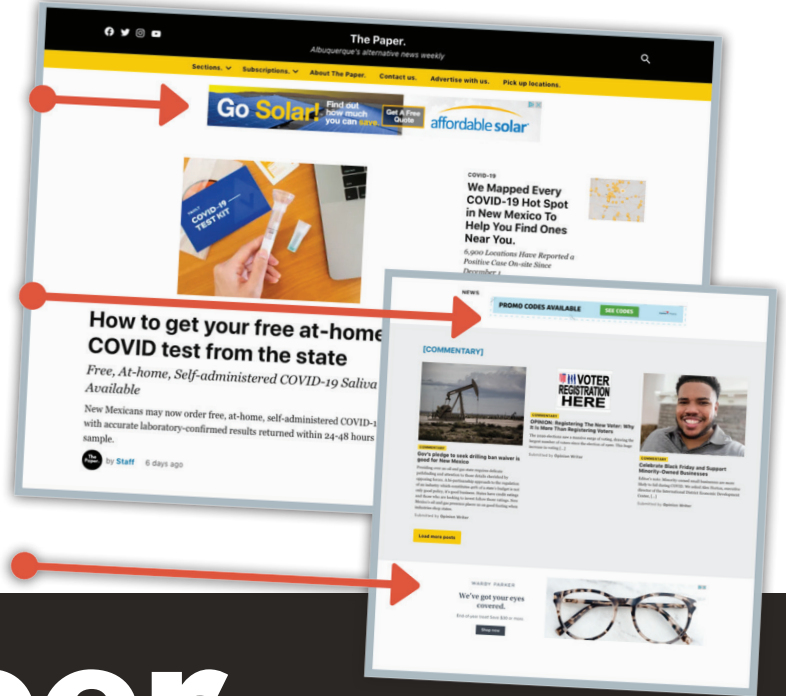
**20% discount**

\$500

\$350

\$300

\$250



# The Paper.

ALBUQUERQUE'S INDEPENDENT COMMUNITY NEWS

## SPONSORED CONTENT

PAID ADVERTISEMENT

### Visit Las Cruces

Sponsored by Paid Advertiser  
2 weeks ago

TWO NATIONAL TREASURES.  
ONE MONUMENTAL ROAD TRIP.

WHITE SANDS NATIONAL PARK  
CUCUEN BICOLOMBO  
SANTO PEABO

VisitLasCruces.com

Just three hours South of Albuquerque sits Las Cruces, a city known for its combination of rich agricultural and culinary traditions, cultural diversity, and natural beauty, that feed the soul and invite exploration. Averaging 320 days of sunshine each year with moderate temperatures, Las Cruces is filled with a wide range of year-round outdoor recreation and cultural activities that offer plenty of safe open spaces for adventure seekers of all ages and abilities.

WRITTEN BY

The Paper.  
Staff

Why do you see so many national ads featuring local backdrops? (Think of all those car commercials featuring their new pickup truck driving across New Mexico roads).

Our longer-format advertorial content products help your consumers feel connected to your brand because they have access to more information.

*"67 percent of participants thought branded content was more entertaining, more relevant and more likely to make them think of the advertised brand at the time of purchase."*

If you have a unique story like a local connection or unique hook, let us help you tell that story through a partnership with The Paper.

With branded content our team works hand-in-hand with you to create print and/or online content that builds the right connection with your target audience.

**Ask us how!**

**SALES@ABQ.NEWS — WWW.ABQ.NEWS — (505) 289-1304**

# PRINT ADVERTISING

"I ran an ad in *The Paper*. for their Pride issue. I wasn't sure what to expect since last year has been so strange. But in a couple of weeks I got my first phone call with a new client who mentioned the ad.

My definition of success of a print ad is if someone mentions it because then I know lots of other people saw it as well.

*Getting an actual client from it is a bonus.*  
This ad gave me that bonus."

— Talia Freedman

Safely home.



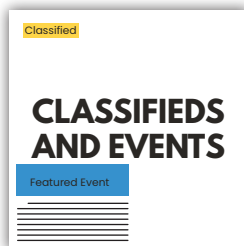
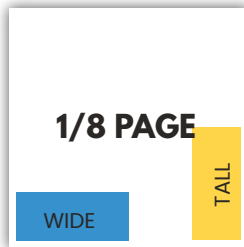
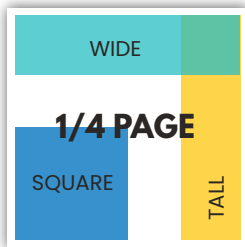
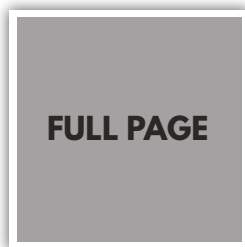
Talia Freedman and Co . Real estate  
4116 Lomas Blvd NE . Albuquerque . NM  
505.263.7892 Cell . [www.Abq-Realty.com](http://www.Abq-Realty.com)

# The Paper.

ALBUQUERQUE'S INDEPENDENT COMMUNITY NEWS

## 10,000 FREE PICKUP COPIES ON OVER 175 NEWSTANDS EACH WEEK

Albuquerque | Rio Rancho | East Mountains | Westside | South Valley | Isleta



## WEEKLY PRINT AD RATES

All rates are +NMGRT and NET  
All dimensions are width x height

**Full Page** **\$1200**  
10" x 9.75"

\*20% premium applies to premium placement, including covers and special editions.

**Half Page** **\$650**

Wide: 10" x 4.88"  
Tall: 4.88" x 9.75"

**1/4 Page** **\$375**

Square: 4.88" x 4.75"  
Tall: 2.3" x 9.75"  
Wide: 9.75" x 2.3"

**1/8 Page** **\$225**

Tall: 2.3" x 4.75"  
Wide: 4.88" x 2.3"

**1/16 Page** **\$150**

Square: 2.3" x 2.25"

**Classified Advertisement** **\$5/line**  
40 characters per line, including spaces **Photo: +\$25**

Option to add a photo (1.75" x .75")

Ask your sales representative about:

- Discounts for long-term contracts
- Content Sponsorships
- Sponsored Content