



Los Ranchos Village Vision

ADVERTISING GUIDELINES
MEDIA KIT 2023



FREQUENCY AND AUDIENCE

The Village Vision is produced seven (7) times each calendar year. Approximately 2,200 copies of each issue are distributed to every address within the Village of Los Ranchos’ municipal boundaries free of charge.

PLACEMENT

The Village Vision makes every effort to place each ad for which a Purchase Request Form is received. However, there is a limited number of pages available for advertising in each issue, and ads will be placed in the order that the Purchase Request Forms are received.

ARTWORK SIZES AND SPECS

- ▶ Advertisements must be submitted in print-ready form and designed to exact measurements.
- ▶ JPG, PDF, TIFF, PSD are all acceptable file-formats.
- ▶ Fonts should be converted to outlines and linked images should be embedded.

The Village Vision may return or resize incorrectly-sized artwork.

Ad Size	Dimensions (W x H)	Safe Zone Dimensions (W x H)
FULL PAGE	8.375 (W) x 10.875 (H)	7.5 (W) x 9.875 (H)
1/2 PAGE	7.5 (W) x 4.854 (H)	-
1/3 PAGE	Vertical: 2.389 (W) x 9.875 (H)	-
	Square: 4.994 (W) x 4.854 (H)	-
1/6 PAGE	Vertical: 2.389 (W) x 4.854 (H)	-
	Horizontal: 4.944 (W) x 2.389 (H)	-
1/12 PAGE	Vertical: 2.389 (W) x 2.389 (H)	-

Make sure text and other important information falls in the "safe zone" (7.5" (W) x 9.875" (H))

ADVERTISING RATES

Advertising in the Village Vision is available to both Village businesses and non-Village businesses. To request placement of an ad, please complete and submit the Advertisement Purchase Request Form on the last page. Refer to the tables on the next page to determine your rate.

PREMIUM INSIDE COVER ADS

Premium ads placed on the inside of the front and back covers are available in 3-issue bundles only. Purchase Request Form for Premium ads can be submitted no sooner than ten (10) business days prior to the deadline for each issue. If you are interested in placing a Premium ad, but there is already a Premium ad bundle running, your ad will be considered after the bundle expires.

ADVERTISING RATES TABLES

RATE A | Businesses that have a business license with the Village of Los Ranchos and are located in the Village of Los Ranchos

Size	1 issue	3-issue bundle	7-issue bundle
Full Page	\$200.00	\$170.00	\$140.00
1/2 Page	\$100.00	\$85.00	\$70.00
1/3 Page	\$80.00	\$68.00	\$56.00
1/6 Page	\$45.00	\$38.25	\$31.50
1/12 Page	\$30.00	\$25.50	\$21.00
Inside Front Cover*	NA	\$233.25	NA
Inside Back Cover*	NA	\$233.25	NA

RATE B | - ▶ **Businesses that do not have a business license with the Village of Los Ranchos but owned by a Village resident (must provide address)** - ▶ **Non-profit organizations that do not have a business license in the Village** - ▶ **Schools not located in the Village**

Size	1 issue	3-issue bundle	7-issue bundle
Full Page	\$315.00	\$267.75	\$220.50
1/2 Page	\$165.00	\$140.25	\$115.50
1/3 Page	\$125.00	\$106.25	\$87.50
1/6 Page	\$70.00	\$59.50	\$49.00
1/12 Page	\$45.00	\$38.25	\$31.50
Inside Front Cover*	NA	\$331.50	NA
Inside Back Cover*	NA	\$331.50	NA

RATE C | Businesses that do not have a business license with the Village of Los Ranchos and are not owned by a Village resident, and are not a non-profit or school

Size	1 issue	3-issue bundle	7-issue bundle
Full Page	\$375.00	\$318.75	\$262.50
1/2 Page	\$205.00	\$174.25	\$143.50
1/3 Page	\$150.00	\$127.50	\$105.00
1/6 Page	\$85.00	\$72.25	\$59.50
1/12 Page	\$60.00	\$51.00	\$42.00
Inside Front Cover*	NA	\$382.50	NA
Inside Back Cover*	NA	\$382.50	NA

* Premium Inside Cover ads are Full Page

Los Ranchos Village Vision
ADVERTISEMENT PURCHASE REQUEST FORM

Business Name _____

Contact Person _____

Phone _____ Email _____

Physical Location of Business _____

Business Mailing Address _____

1. SELECT WHICH RATE APPLIES

- Rate A** Business with current business registration with the Village of Los Ranchos
- Rate B** Business does not have a business registration with the Village of Los Ranchos, but the owner lives in the Village at the following address:

- Business is a school or non-profit organization
- Rate C** Business does not have a business license with the Village of Los Ranchos and is not owned by a Village resident

2. SELECT SIZE

- Full Page
- 1/2 Page
- 1/3 Page
- 1/6 Page
- 1/12 Page
- Inside Front Cover Premium
- Inside Back Cover Premium

3. SELECT QUANTITY

- 1 Issue
- 3-Issue Bundle
- 7-Issue Bundle

Advertising Agreement

Advertiser requests the Village of Los Ranchos to publish its advertisement for the number of issues specified, and will pay for the advertisement pursuant to rates set forth in the Media Kit. Advertiser agrees that payment must be received in full prior to the deadline for the desired start issue. If the advertiser prefers to pay online, there is a processing fee which may change at any time. Advertiser understands that ad size cannot be changed after payment has been received. Ads will be run consecutively. Artwork of the same size may be submitted at any time and will be placed according to the time frame received. Advertisers are responsible for tracking deadlines and providing artwork. There is a limit of one ad per business per issue.

Signature

Name

Date