



Serving Southern Arizona's military community, including Davis-Monthan Air Force Base

**Davis-Monthan Air Force Base • Tucson, AZ**

# 2018 ADVERTISING RATES

## Black & White Rates

SIZE	Single Issue rate	6 Issue rate w/contract	13 Issue rate w/contract
Bus. card (2col.x2")=4"	\$55.60 per issue	\$48.00 per issue	\$47.00 per issue
1/8 pg. (2col.x5")=10"	\$134.00 per issue	\$114.50 per issue	\$111.00 per issue
1/4 pg. (3col.x6.5")=19.5"	\$258.38 per issue	\$218.40 per issue	\$213.53 per issue
1/2 pg. (6col.x6.5")=39"	\$505.05 per issue	\$425.10 per issue	\$415.35 per issue
Full pg. (6col.x13")=78"	\$1010.10 per issue	\$850.20 per issue	\$830.70 per issue

## Full Color Rates

SIZE	Single Issue rate	6 Issue rate w/contract	13 Issue rate w/contract
Bus. card (2col.x2")=4"	\$95.60 per issue	\$88.00 per issue	\$87.00 per issue
1/8 pg. (2col.x5")=10"	\$194.00 per issue	\$174.50 per issue	\$171.00 per issue
1/4 pg. (3col.x6.5")=19.5"	\$358.38 per issue	\$318.40 per issue	\$313.53 per issue
1/2 pg. (6col.x6.5")=39"	\$705.05 per issue	\$625.10 per issue	\$615.35 per issue
Full pg. (6col.x13")=78"	\$1360.10 per issue	\$1200.20 per issue	\$1180.70 per issue

### Pre-printed Flyer Insertion Rates:

- Single Sheet (8.5 x 11 inches) \$40 per thousand
- 4-8 tabloid pages \$42 per thousand
- 12-24 tabloid pages \$46 per thousand
- 28+ tabloid pages \$52 per thousand

Max size is 10 x 13 inches. 2,000 minimum run, \$85 min charge. Shipping address: News West Publishing, 2435 Miracle Mile Bullhead City, AZ 86442. All inserts must be received by Mon., 3 pm, week of insertion

### Readership:

Published the first Friday of every month, Desert Lightning News is distributed to military and contractor personnel on Davis-Monthan AFB, including all on-base offices. The Desert Lightning News is also delivered to high traffic locations throughout Tucson. Available online at [www.davismonthanafbnews.com](http://www.davismonthanafbnews.com).

**Print Edition: 11,000**

**Digital Edition - Facebook Subscribers: 5,302**

**Total: 16,302**

**Digital edition monthly average reach: 7,885**

**Digital edition annual average reach: 94,619**

### Mechanical Requirements:

Page size: 6 columns x 13 inches – Image area 10.25" x 13" tall  
 1 column: 1.5625" 2 columns: 3.325" 3 columns: 5.00"  
 4 columns: 6.75" 5 columns: 8.50" 6 columns: 10.25"

### Electronic File Requirements:

Please submit files as a pdf, 300dpi as CMYK, no 4/c black

### Advertising Space Reservation Deadline:

Monday at Noon for that Friday's publication.

## On Line Advertising

[www.davismonthanafbnews.com](http://www.davismonthanafbnews.com)

Web ad pricing is per client, per site, per week.  
 Web ads rotate among ten clients.

Full Banner	468 x 60 pixels	\$75
Leaderboard	728 x 90 pixels	\$75
Square	250 x 250 pixels	\$75
Medium Rectangle	300 x 250 pixels	\$65

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