

2019 RATES



Davis-Monthan
Air Force Base | Tucson, AZ

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.

Desert Lightning News is also delivered to high traffic locations throughout Tucson.

Available online at www.davismonthanafbnews.com.



Print Edition: 11,000
Digital Edition - Facebook Subscribers: 5,628
Total: 16,628

Advertising Space Reservation Deadline:
Monday at Noon for that Friday's publication.

Electronic File Requirements:
Please submit files as a pdf, 300 dpi as CMYK, no 4/c black

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

On Line Advertising
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

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.

Black & White Rates

SIZE	Single Issue	6 Issue contract rate	13 Issue contract rate
Bus. card (2col.x2")=4"	\$59.00 per issue	\$51.00 per issue	\$50.00 per issue
1/8 pg. (2col.x5")=10"	\$142.50 per issue	\$121.50 per issue	\$118.00 per issue
1/4 pg. (3col.x6.5")=19.5"	\$273.98 per issue	\$232.05 per issue	\$227.18 per issue
1/2 pg. (6col.x6.5")=39"	\$536.25 per issue	\$452.40 per issue	\$442.65 per issue
Full pg. (6col.x13")=78"	\$1072.50 per issue	\$904.80 per issue	\$885.30 per issue

Color Rates

SIZE	Single Issue	6 Issue contract rate	13 Issue contract rate
Bus. card (2col.x2")=4"	\$101.40 per issue	\$93.40 per issue	\$92.40 per issue
1/8 pg. (2col.x5")=10"	\$206.00 per issue	\$185.00 per issue	\$181.50 per issue
1/4 pg. (3col.x6.5")=19.5"	\$380.25 per issue	\$338.33 per issue	\$327.60 per issue
1/2 pg. (6col.x6.5")=39"	\$746.85 per issue	\$664.95 per issue	\$655.20 per issue
Full pg. (6col.x13")=78"	\$1443.00 per issue	\$1275.30 per issue	\$1255.80 per issue

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Corporate Headquarters: 220 E. Ave K- 4, Suite 7, Lancaster, CA 93535
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