

# 2021 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](http://www.davismonthanafbnews.com).



**Print Edition: 6000**  
**Digital Edition - Facebook Subscribers: 6,037**  
**Total: 12,037**

**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 upon request**

### On Line Advertising - [www.davismonthanafbnews.com](http://www.davismonthanafbnews.com)

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

Leaderboard (Top)	728 x 90 px	\$75
Square (Right Side)	250 x 250 px	\$60
Medium Rectangle (Bottom)	300 x 250 px	\$60
Newsletter Inline Ad (weekly)		\$40 per week
Inline Article (Top/Bottom)	728 x 90 px	\$150 per week

*Ad will appear on all articles on Desert Lightning News site. Ad must run a minimum of two weeks and will rotate among 5 advertisers.*

## Black & White Rates

SIZE	Single Issue	6 Issue contract rate	13 Issue contract rate
Bus. card (2col.x2")=4"	\$64.90 per issue	\$56.10 per issue	\$55.00 per issue
1/8 pg. (2col.x5")=10"	\$156.75 per issue	\$133.65 per issue	\$129.80 per issue
1/4 pg. (3col.x6.5")=19.5"	\$301.38 per issue	\$255.25 per issue	\$249.90 per issue
1/2 pg. (6col.x6.5")=39"	\$589.88 per issue	\$497.64 per issue	\$486.91 per issue
Full pg. (6col.x13")=78"	\$1179.75 per issue	\$995.28 per issue	\$973.83 per issue

## Color Rates

SIZE	Single Issue	6 Issue contract rate	13 Issue contract rate
Bus. card (2col.x2")=4"	\$111.54 per issue	\$102.74 per issue	\$101.64 per issue
1/8 pg. (2col.x5")=10"	\$226.60 per issue	\$203.50 per issue	\$199.65 per issue
1/4 pg. (3col.x6.5")=19.5"	\$418.28 per issue	\$372.16 per issue	\$360.36 per issue
1/2 pg. (6col.x6.5")=39"	\$821.53 per issue	\$731.45 per issue	\$720.72 per issue
Full pg. (6col.x13")=78"	\$1587.30 per issue	\$1402.83 per issue	\$1381.38 per issue

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