

# New Mexico Entertainment

Be In The Know.



## MEDIA KIT 2024

Main Photo: *THE HARDER THEY FALL*  
Idris Elba as Rufus Buck.  
Cr: Courtesy of Netflix  
Insert: January 2023 cover of New  
Mexico Entertainment's Sundance Issue



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

Effective 10/01/2023

# New Mexico Entertainment

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# New Mexico Entertainment



## Welcome to New Mexico **Entertainment**

*New Mexico Entertainment magazine (NME)* is a digest publication produced monthly informing you of all the events and entertainment happening in New Mexico. *New Mexico Entertainment Magazine* is the premier publication for what is going on in the state, offering advertising space, an events calendar and articles of celebrities, artists, and musicians gracing us with their presence in the Land of Enchantment. Published monthly, *NME* is distributed **FREE** throughout New Mexico in **100 locations** including independent bookstores and businesses. We are always happy to answer any questions or inform you of the unique advertising opportunities that we have to offer.

## New Mexico **Entertainment** in PRINT

*New Mexico Entertainment Magazine*, New Mexico's **FREE** full-color digest sized **events and entertainment** magazine, covers the state of New Mexico with **100** distribution locations. **NME has an average circulation of 15,000 with an estimated 40,000 readers every issue. Our readers are 25-50 with 65% being female ranging \$25,000 - \$50,000 in income.**

## New Mexico **Entertainment** ONLINE

While our readers are waiting for the next issue, they visit **www.NMEntertains.com** to read the latest articles. Readers can also get the latest video interviews discussing events and the latest entertainment in New Mexico. They also view what products our advertisers are selling. We also have our YouTube channel with our latest interviews. Call to get a banner with a link on our website today.

## New Mexico **Entertainment** TELEVISION

The magazine is also a television show on Public Access through Studio 519 and on Channel 27 - providing another option to have your business highlighted.



# New Mexico Entertainment



## New Mexico Entertainment PRODUCTION SCHEDULE 2024

ISSUE MONTH	SPACE CLOSING	ART DEADLINE	STREET DATE
JAN: SUNDANCE	DEC 1, 2023	DEC 8, 2023	JAN 5, 2024
FEB: LOVE	JAN 5, 2024	JAN 12, 2024	FEB 2, 2024
MAR: FOOD	FEB 2, 2024	FEB 9, 2024	MAR 1, 2024
APR: TBD	MAR 2, 2024	MAR 9, 2024	APR 5, 2024
MAY: ENTERTAINMENT	MAR 30, 2024	APR 6, 2024	MAY 3, 2024
JUNE: PRIDE	MAY 4, 2024	MAY 11, 2024	JUNE 7, 2024
JULY: TBD	MAY 31, 2024	JUNE 7, 2024	JULY 5, 2024
AUG: ART	JUNE 28, 2024	JULY 5, 2024	AUG 2, 2024
SEPT: MUSIC	AUG 2, 2024	AUG 9, 2024	SEPT 6, 2024
OCT: FALL	SEPT 6, 2024	SEPT 13, 2024	OCT 4, 2024
NOV/DEC: HOLIDAY	OCT 4, 2024	OCT 11, 2024	NOV 1, 2024

**ADVERTISE WITH US NOW! (505) 450-4706 • [NMENTERTAINS@gmail.com](mailto:NMENTERTAINS@gmail.com)  
INTERESTED IN HAVING A WRITE UP DONE  
ABOUT YOUR EVENT? CALL TODAY!**

# New Mexico Entertainment

Jewel at Isleta Amphitheater

## New Mexico Entertainment PRINT RATES

Insertion Frequency	1x	3x	6x	12x
Full Page (5.5" wide x 8.5" high)	\$1000	\$925	\$875	\$795
Half Page (5.5" wide x 3.375" high)	\$700	\$650	\$575	\$525
Quarter Page (2.5" w x 3.5" high)	\$595	\$550	\$500	\$475
Budget Ad (5.5" w x 1.625" high)	\$475	\$425	\$375	\$325

### Premium Placement (*Three-time insertion minimum*)

Inside Front Cover: \$1150 • Inside Back Cover: \$1150 • Back Cover: \$1095

### **1/4" BLEED REQUIRED ON ALL ADS - SEE SPECS ON THE FOLLOWING PAGES**

All rates quoted are per ad, per issue and based on camera-ready artwork. Payment for ads must be accompanied with a contract and credit card number authorization. If you need us to create your ad, we will be more than happy to help. Design work starts at \$50. A proof will be provided prior to publication. Please allow a 1/4" (.25) margin for all important text and bleeds.

If you are producing your own ad, please provide it in one of the following formats:

Supported software of: Adobe Photoshop (TIF, EPS, OR HIGH RESOLUTION JPEG) or Adobe Illustrator. It is important that all files created in the above software meet the following requirements:

Files must be saved as CMYK

Digital Output: Burned on a CD in TIFF or EPS format (300 dpi) from Adobe Photoshop; EPS format from Adobe Illustrator 8.0 with fonts outlined (no embedded files). JPEGS can be accepted if they are 300dpi or higher.

**PDF FILES ARE ACCEPTED IF CREATED IN PHOTOSHOP OR ILLUSTRATOR (FONTS OUTLINED). NO LOW RESOLUTION OR RGB JPEG FILES, NO WORD, WORDPERFECT, PUBLISHER OR ANY OTHER MICROSOFT OFFICE FILES. ADDITIONAL CHARGES WILL APPLY IF FILES NEED TO BE RECREATED.**

All ads submitted must be accompanied with a hard copy of the advertisement.

Camera-ready artwork needs to be submitted one month prior to publication. Please email us at [NMENTERTAINS@gmail.com](mailto:NMENTERTAINS@gmail.com) for more information or review the publication schedule on pages 4 & 5.

Payment for ads must be accompanied with a contract and credit card number authorization.

# New Mexico Entertainment

## Full Page

5.5" w x 8.5" h *(include 1/4" bleed)*

1 time insertion: **\$1000**

3 time insertion: **\$925**

6 time insertion: **\$875**

12 time insertion: **\$795**

LIVE AREA: 5" x 8"

TEXT SHOULD NOT GO BEYOND THE WHITE LINE

# New Mexico Entertainment

## Half Page

5.5" w x 3.375" h *(include 1/4" bleed except on top)*

1 time insertion: **\$700**

3 time insertion: **\$650**

6 time insertion: **\$575**

12 time insertion: **\$525**

LIVE AREA: 5" x 2.9"

TEXT SHOULD NOT GO BEYOND THE WHITE LINE

# New Mexico Entertainment

## Quarter Page

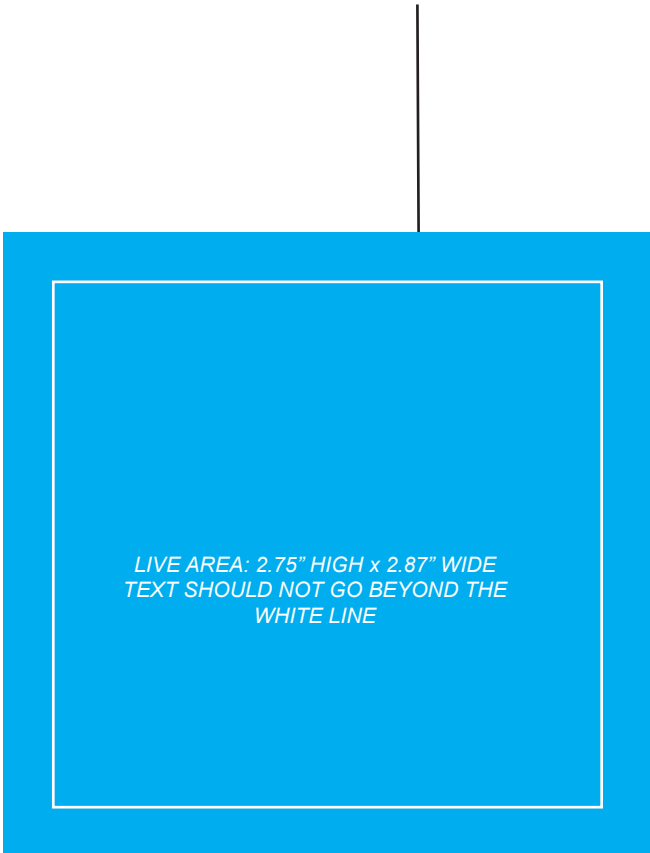
3.37" w x 3.25" h

1 time insertion: **\$595**

3 time insertion: **\$550**

6 time insertion: **\$500**

12 time insertion: **\$475**



*LIVE AREA: 2.75" HIGH x 2.87" WIDE  
TEXT SHOULD NOT GO BEYOND THE  
WHITE LINE*



# New Mexico Entertainment

## **NME Budget Ad**

5.235" w x 1.375" h

1 time insertion: **\$475**

3 time insertion: **\$425**

6 time insertion: **\$375**

12 time insertion: **\$325**

*LIVE AREA: 5" x 1.1389"  
TEXT SHOULD NOT GO BEYOND  
THE BLACK LINE*

# New Mexico Entertainment



*One More Time: A Tribute to  
Daft Punk at Electric Playhouse*

## New Mexico Entertainment DIGITAL RATES

*New Mexico Entertainment* offers online advertising on [www.NMEntertains.com](http://www.NMEntertains.com).  
83% of our traffic is new customers, ranging in ages of 25-64, 65% being female.

### Website Banner Monthly Advertising Rates

Small Banner Ad (790 pixels high x 250 pixels high): **\$50 a month**

Medium Banner Ad (790 pixels wide x 790 pixels high): **\$100 a month**

Large Leader Board Banner Ad (960 pixels wide x 250 pixels high): **\$200 a month**

### NME TV Business Highlight Rate

15 second graphic highlight during the show: **\$50 an episode (5 available)**

### ONLINE ARTWORK REQUIREMENTS

Supported software of: Adobe Photoshop (TIF, EPS, OR HIGH RESOLUTION JPEG) or Flash / embed files. It is important that all files created in the above software meet the following requirements: BFiles must be saved as RGB • Digital Output: 150 dpi JPEG

### WE ACCEPT VISA, MASTERCARD, AMEX AND DISCOVER

All payments for ads are due on the closing date. ALL advertisements are on a pre-pay basis. Prices and rates are subject to change without notice. Advertisers may not cancel order for advertising after closing date. Contract is binding and cannot be broken unless advertising is subject for a greater or lesser advertising amount. At that time a credit will be applied to the account. If contract is broken you are responsible for all unpaid payments. Guaranteed positions will be forfeited on all ads arriving after the closing date, please contact your Sales Representative if an extension is needed. No ads will be run without a signed contract and insertion order. Overdrive Publications / New Mexico Entertainment magazine has the right to refuse an ad for any reason. Overdrive Publications / New Mexico Entertainment magazine is not responsible for errors or omissions in any advertising materials provided by advertiser(s) or for changes made after the closing date. Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strike, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

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