

Deadlines

Publication	Day Published	Ad Scheduled	Ad Saved
The Aspen Times	Monday	Thursday 4 pm	Friday 1 pm
	Tuesday	Friday 4 pm	Monday 1 pm
	Wednesday	Monday 4 pm	Tuesday 1 pm
	Thursday	Tuesday 4 pm	Wednesday 1 pm
	Friday	Wednesday 4 pm	Thursday 1 pm
	Saturday	Wednesday 4 pm	Thursday 5 pm
	Sunday	Thursday 4 pm	Friday 3 pm
Aspen Times Weekly	Sunday	Monday 4 pm	Wednesday 4 pm
Bargain Hunter	Friday	Friday 5 pm (week before)	Wednesday 1 pm
Eagle Valley Enterprise	Thursday	Monday 5 pm	Wednesday 10 am
Grand Junction Free Press	Monday	Thursday 3 pm	Thursday 3 pm
	Tuesday	Friday 3 pm	Friday 3 pm
	Wednesday	Monday 3 pm	Monday 3 pm
	Thursday	Tuesday 3 pm	Tuesday 3 pm
	Friday	Wednesday 3 pm	Wednesday 3 pm
Home Focus Weekly	Friday	Monday 5 pm	Wednesday 1 pm
Leadville Chronicle	Thursday	Monday 5 pm	Tuesday 4 pm
Mountain Homes & Properties	Sunday	Tuesday 5 pm	Thursday 4 pm
Mountain Weekly	Saturday	Tuesday 12 pm	Wednesday 5 pm
Options	Friday	Wednesday 5 pm	Thursday 1 pm
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deadlines

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Publication	Day Published	Ad Scheduled	Ad Saved
Post Independent	Monday	Thursday 5 pm	Friday 1 pm
	Tuesday	Friday 5 pm	Monday 1 pm
	Wednesday	Monday 5 pm	Tuesday 1 pm
	Thursday	Tuesday 5 pm	Wednesday 1 pm
	Friday	Wednesday 5 pm	Thursday 1 pm
	Saturday	Wednesday 5 pm	Thursday 5 pm
	Sunday	Thursday 12 pm	Friday 1 pm
Real Estate Showcase	Sunday	Tuesday 5 pm	Tuesday 5 pm
Rifle Citizen Telegram	Thursday	Monday 1 pm	Tuesday 12 pm
Snowmass Sun	Wednesday	Monday 12 pm	Monday 5 pm
Summit Daily News	Monday	Thursday 5 pm	Friday 1 pm
	Tuesday	Friday 5 pm	Monday 1 pm
	Wednesday	Monday 5 pm	Tuesday 1 pm
	Thursday	Tuesday 5 pm	Wednesday 1 pm
	Friday	Wednesday 5 pm	Thursday 1 pm
	Saturday	Wednesday 5 pm	Thursday 5 pm
	Sunday	Thursday 5 pm	Friday 3 pm
Summit Homes & Properties	Sunday	Tuesday 12 pm	Wednesday 3 pm
Valley Journal	Thursday	Monday 5 pm	Tuesday 1 pm
Vail Daily	Monday	Thursday 5 pm	Friday 12 pm
	Tuesday	Friday 5 pm	Monday 12 pm
	Wednesday	Monday 5 pm	Tuesday 12 pm
	Thursday	Tuesday 5 pm	Wednesday 12 pm
	Friday	Wednesday 5 pm	Thursday 12 pm
	Saturday	Wednesday 5 pm	Thursday 5 pm
	Sunday	Thursday 5 pm	Friday 5 pm
The Vail Trail	Thursday	Monday 12 pm	Tuesday 12 pm

mechanical specs

CMNM Mechanical Specs & Graphic Guidelines

Document Setup

Ad sizes must be precise to ensure proper reproduction. Any ad sent in the wrong size will be reformatted to fit your ad space, which may lead to an error in the reproduction of the ad.

- All ads must contain .04 inches of white space on the top and bottom.
This margin ensures perfect spacing between other ads.

Graphic Submissions

- All artwork and photos for newspaper publication must be 180 dpi.
- Artwork and photos for glossy magazine publications must be 300 dpi.
- Web images are not accepted for use for print publications.
- All black-and-white images must be grayscale. All color images must be CMYK.
- Converting from RGB to CMYK is an "at will" process.
- All graphics must be submitted in either .tif, .jpg, .eps, .ai, or .pdf format.

Ad submissions

We gladly accept camera-ready digital files. Our preferred format is .pdf. We also accept collected Quark, Photoshop, InDesign, or Illustrator files.

Here are our guidelines:

- All ads must be CMYK or grayscale
- If sending a .pdf, all fonts must be embedded.
An Acrobat Distiller Job Option can be sent to you to ensure proper settings.
- If sending a Quark or InDesign document, it must be Quark 4 compatible
(If working with the Vail Daily it can be Quark 6 compatible).
The document must be collected with all fonts and images.
- Illustrator files must contain outlined fonts, and all images must be embedded.

What Media is Accepted?

- We accept CD-Rom, Zip Disks (100 & 250), 3.5 Floppy Disks and ads sent by e-mail.
- All e-mailed ads should not exceed 12MB in file size.
- We have an FTP server for your larger file submissions.
Please call for our address and password. We can also access your FTP site.

A Word About Newspaper Print

Standard CMYK (Cyan, Magenta, Yellow, Black) color printing on newsprint may vary from color ad proofs viewed on a computer monitor or office color printer.

advertising programs

Advertising Options- Agreements and their Meaning

Open Retail: Short term advertising which would be defined as anything less than 4 months.

Annual Frequency: Offering advertisers a flexible plan to advertise 10 out of 12 months, with a minimum number of ads placed per calendar month. The most common of our advertising programs, this plan provides a larger discount than our seasonal program, and pricing that decreases as ad placement increases.

Seasonal Frequency: Offering advertisers the flexibility of a seasonal commitment to advertise 4 out of 12 months, with a minimum number of ads placed per calendar month. This plan also offers advertisers greater discounts as their ad placement increases.

Dollar Volume: Dollar Volume advertising options offer advertisers a set price per ad size year round. The minimum dollar volume level starts at \$10,000.

Regional Open Retail: Pricing for businesses outside of the Colorado Mountain News Media marketing area. This is a program for advertisers looking to advertise short term, or less than 4 months out of the year.

Regional Dollar Volume: Pricing for businesses outside of the Colorado Mountain News Media marketing area. Regional Dollar Volume advertising options offer advertisers a set price per ad size year round. The minimum dollar volume level starts at \$10,000.

Non-Profit: 5013c IRS designation is required to receive these discounted prices.

Community: For community events that do not have a 5013c certification.

Political: Political pricing for political candidates and issues. In order to receive political prices, you must be a registered committee or candidate with your local city/county/state. All political advertising must be paid up-front.

Local Pick-Up: A local pick up is defined as the identical ad running in a secondary market. Must meet the following parameters. If you are a:

- Retail business with a physical location: Pick-Up price applies to any market in which there is no physical location.
- Service Industry servicing a specific area: Pick-Up price applies to any secondary market.

Contracted customers, not qualifying for a pick up can benefit from combining all advertising efforts towards frequency discounts. Discuss these and other options with your advertising sales consultant.