

THE EL PASOAN

showcasing the vibrant businesses, culture, & people of downtown el paso

advertising rates

ad size	dimensions	annual rate*
1 page (bleed)	9 x 11 1/2	\$600
half page	7 1/2 x 4 13/16	\$350
quarter page	4 13/16 x 3 5/8	\$275
1/8 page	3 5/8 x 2 7/25	\$200
inside front / back page	9 x 11 1/2	\$800
back cover half page	7 1/2 x 4 13/16	\$500
web site banner ads		
rotating ads	7 1/2 x 4 13/16	\$100
url links		free with annual contract

what is it?

The El Pasoan is El Paso Media Group's latest addition to the magazine family. A glossy, 16 page, monthly magazine, the El Pasoan will feature arts and culture features and listings for Downtown El Paso. Catering to a captive audience of over 15,000 full-time Downtown workers, this magazine will reach a huge audience, with disposable incomes. The El Pasoan - monthly, glossy, artsy, one-of-a-kind and just right for your advertising dollars.

*Rate card is based on gross rates. For non-annual contracts add 20%. All non-profits receive 30% off.

ad design prepared ad requirements

Preferred Formats

-Macintosh files

Adobe InDesign - version 2.0 or later

-Include all links
-Create outline for All fonts

Adobe Illustrator - version 10.0 or later

-Do not include raster art in the Adobe Illustrator file **or**
Vector art only

Adobe Photoshop - version 5.5 and later

-Supplied art should be in PSD, TIFF, EPS or PDF format

Additional Formats

-For any other application being used, please save files as EPS, TIFF, or PDF

Additional Requirements

-Create outlines for ALL fonts
-Edit out extra and unused colors
-All files must be saved in CMYK mode
-All files must be saved at 300 dpi
-All electronic files must be accompanied by color printouts of actual file, with file name noted on printout

Media Accepted

-CD Rom or ZIP disk

Send all files to:
ads@theelpasoan.com

If you have any questions regarding file formats or need FTP information, e-mail perla@theelpasoan.com