



# DAILY POST

LOS ALAMOS

## ADVERTISING GUIDE

# 2022

- Official Newspaper of Record in Los Alamos County
- Print Edition Delivered to Every Home & Business in Los Alamos & White Rock each Thursday (9,300 copies)
- Online 24 hours a day, seven days a week, 365 days a year
- [www.ladailypost.com](http://www.ladailypost.com).
- Member NM Press Association, National Press Association & LION Publishers: Local Independent Online News

# MAKE AN IMPACT

# DAILY POST LOS ALAMOS

## DISPLAY advertising guide

Contact KayLinda Crawford at 505.695.4996  
[kaylinda@ladailypost.com](mailto:kaylinda@ladailypost.com)

We'll build your color ad at no charge or send us camera-ready art. All ads are full color  
 Artwork due the Friday before publication in the Thursday print edition

### On Our Website

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

### In Our Thursday Print Edition

#### Print Advertising

Full Page 11.15" x 20"	\$1,240.00
Half Vertical 5.5" x 20"	\$ 620.00
Half Horizontal 11.25" x 9.8"	\$ 620.00
Quarter Vertical 5.5" x 10"	\$ 310.00
Quarter Horizontal 11.25" x 5"	\$ 310.00
Eighth Page 5.5" x 5"	\$ 155.00
Business Card 5.5" x 3"	\$ 75.00

#### Pre-printed Insertions

1-20 page insert is \$697.50 per week,  
 Full distribution (9,300)  
 Larger publications - Call us

Inserts must be delivered 5 days in advance to  
 the Santa Fe New Mexican, 1 New Mexican Plaza,  
 Santa Fe 87507. They must be clearly marked for  
 the Los Alamos Daily Post.

#### Classified, Real Estate & Legal Notices

Contact Kirsten Laskey at 505.412.2128  
 or [kirsten@ladailypost.com](mailto:kirsten@ladailypost.com)

#### Classified

Classified ads appear both in print and online.  
 One color photo included. \$15/week (\$25/week  
 after March 1, 2022)

#### Homes for Sale

List your home for sale in our special section.  
 Premium placement online and in print.  
 Two color photos included. \$25/week (\$35/week  
 after March 1, 2022)

#### Legal Notices

Call us for rates

**Top Banner** 960 x 180 pixels  
 \$205/ week (\$190 per week by the month)

Measurements in pixels

<b>Featured Rectangle (Top)</b> \$175/week \$163 per week by the month	300 x 400
<b>Featured Skyscraper (First)</b> \$175/week \$163 per week by the month	300 x 800
<b>Regular Rectangle</b> \$100/week \$86 per week by the month	300 x 400
<b>Regular Skyscraper</b> \$142/week \$125 per week by the month	300 x 800

**Special!**  
 Ad under each story  
 600 X 540  
 \$178/week  
 \$165 per week by the month!