

## Distribution

### Weekly Editions

### Subscriptions

Mailed to subscribers' homes

Rates

- 12 issues - \$24.00 + tax
- 24 issues - \$44.00 + tax
- 48 issues - \$85.00 + tax

Electronic subscriptions

- 24 issues - \$30.00 + tax
- 48 issues - \$50.00 + tax

### Sold at Bookstores

• Many greater Albuquerque locations – listed at [www.newmexicobreeze.com](http://www.newmexicobreeze.com)

### Distributed to Homeowners' Driveways

• All unsold copies are rolled and distributed to homeowners' driveways in central New Mexico

### Web Advertising Exposure

Home page or Preview Editions banners and Coupons and Discounts page locations. We can link to your website! *The Breeze* receives hundreds of hits per day and over 10,000 hits per month.

Subscribe online

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

• Or call (505) 401-1565

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deserve to have REAL NEWS

Building a better New Mexico through the power of informed citizens

The  
New Mexico

# Breeze™

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- Active citizenship
- New Mexico's unique heritage and history
- Positive news
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- Education, youth, health and community news
- Faith in action

Building a Better New Mexico  
Through the Power of Informed  
Citizens

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The Breeze is delivered in  
hardcopy and in electronic  
formats. Guaranteed  
readership: over 25,000 per  
month.

THE *Breeze*™  
NEW MEXICO

Building a better New Mexico  
through the power of  
informed Citizens

## Advertising & Subscription Rates

Contact  
Leslie Cumiford

# The Breeze

(505) 401-1565  
to ensure best ad placement

Grow your business with us

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

## Weekly Advertising Rates

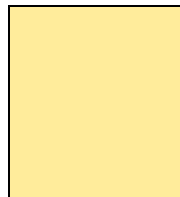
The Breeze is a 14" h x 10.25" w four-column newspaper format

### Full page

12" h x 9 w

•Pkg A: hardcopy + homepg banner w link, \$400

•Pkg B: hardcopy + thumbpr w coupon & link, \$300

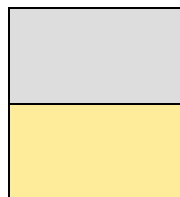


### Half page

6" h x 9 w

•Pkg C: hardcopy + homepg banner w link, \$250

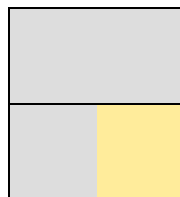
•Pkg D: hardcopy + thumbpr w coupon & link, \$175



### Quarter Page

6" h x 4.5 w

Pkg E: hardcopy + thumbpr w coupon & link, \$100



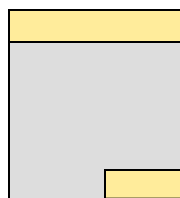
### Banner Size

2" h x 9" w (horizontal)

Pkg F: hardcopy + thumbpr w coupon & link, \$60

12" h x 2" w (vertical)

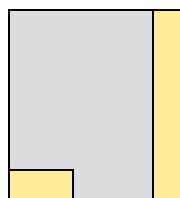
Pkg G: hardcopy + thumbpr w coupon & link, \$80



### Business Card

1.75" h x 3.25" w

Pkg H: hardcopy + link, \$50



All electronic ads in color; prices above for B&W hardcopy; add 10% for color hardcopy. Deduct 15% for a 4-week run. Longer runs negotiable

Download **Advertiser Media Kit** from Web Site at [www.NewMexicoBreeze.com/mediakit.html](http://www.NewMexicoBreeze.com/mediakit.html)

## Inside The Breeze

24 -32 pages - published weekly

For a more complete description of each section visit [www.NewMexicoBreeze.com](http://www.NewMexicoBreeze.com)

### Sections:

**Cover** What's happening

**Expose** – *behind the veil*

**Political Heat** (nonpartisan)

**Viva New Mexico**

**World view** – National and global news summary

**Community transformation**

**We the people**

**Enchanted heritage**

**Learning places**

**Active health**

**Heartily Working**

**Shooting the breeze** - editorial

**Desert magic** – for everyone

**It's all about youth**

**Community connection**

**Brain jazz**

Visit our Website  
[www.NewMexicoBreeze.com](http://www.NewMexicoBreeze.com)

## Market

### Market:

- Persons of all ages interested in better information, political news, uncovering corruption, citizenship, New Mexico, positive reporting, family and faith.
- Citizens who choose to be knowledgeable and desire to be actively involved in community.

### Readership:

Over 25,000 per month and growing

### Distribution area:

The Greater Albuquerque Metropolitan area, including Rio Rancho, Bernalillo, Placitas, East Mountains, and Los Lunas.

### Owner:

Leslie Cumiford has a Ph.D. in Industrial and Manufacturing Engineering and a Professional Engineer's License (FL). She has worked as academic faculty, an international researcher, and a program manager for a large national laboratory. Leslie has been a business owner, community organizer, and engineering consultant for years. This is her third successful business.

### Niche:

*The Breeze* covers in-depth topics that other New Mexico news outlets rarely, if ever, cover – topics that impact our lives as New Mexicans. *The Breeze* has more reasonable advertising prices than most other state news publications and is more family-oriented than many others.

### Editor:

Leslie Cumiford (505) 401-1565

[leslie@newmexicobreeze.com](mailto:leslie@newmexicobreeze.com)

*The New Mexico Breeze*

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