



# information

## Publication

The New Mexico 811 magazine is mailed to more than 8,700 stakeholders each quarter. The addresses are confirmed as deliverable by the USPS each mailing. The New Mexico 811 magazine deals primarily with New Mexico issues by focusing on its people, solutions and innovations. The focus of every issue is people working together so as to keep New Mexico a safer place to live and work. In addition to the mailing, the magazine is distributed at damage prevention and safety meetings across the state.

## Readership

Our mailing list is the people you are trying to reach. The bulk of the list belongs to New Mexico 811 and includes the members and users of the one call system. Additionally other stakeholders are included in the list outlined below.

### Members

Owner/operators of utility systems across the state, including gas pipeline/distribution, water/sewer, communications, electric and the locators who protect the underground facilities.

### Users

The excavators (in many cases different departments of some of the largest utility companies) who call before they dig are on the mailing list. These excavators range from the largest contractors to some of the smallest across the state, but are defined as calling at least once a month, in other words a professional excavator who buys, rents or maintains equipment.

### Other stakeholders

Every county judge  
Every mayor  
State legislators  
State and Federal regulatory personnel

## Questions

Should you have any questions about advertising, email Freddie Shows at [sales@811magazines.com](mailto:sales@811magazines.com) or he can be reached by cell phone at 501-472-0115.

ACTS  
PO Box 644  
Conway, AR 72033  
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# advertising rates

Size	1x	2x	3x	4x
2 page spread	3,966	3,768	3,569	3,371
Full page	2,404	2,284	2,164	2,043
1/2 page	1,635	1,552	1,471	1,389
1/2 page island	1,827	1,736	1,639	1,547
1/3 page	1,322	1,256	1,190	1,123
1/4 page	1,154	1,096	1,038	980
<hr/>				
Back cover (+30%)	3,125	2,969	2,813	2,656
Inside front cover (+20%)	2,885	2,741	2,596	2,452
Inside back cover (+15%)	2,765	2,626	2,488	2,350
Opposite table of contents (+15%)	2,765	2,626	2,488	2,350





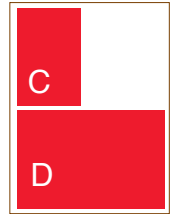
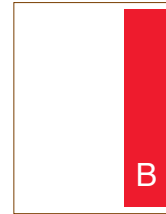
# advertising specs

Magazine trim Size - 8.25 x 10.8125 inches

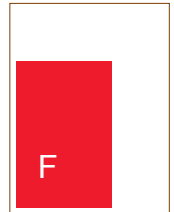
Printed offset, CMYK, 150 line (300 dpi)

## Standard Ad Sizes (Non-bleed)

Full Page.....	7.4" x 10"
Third Page.....	2.25" x 10"
Half Page, horizontal.....	7.4" x 4.875"
Half Page, vertical.....	3.70" x 9.875"
Quarter Page.....	3.55" x 4.85"
Half Page, island.....	4.75" x 7.4"



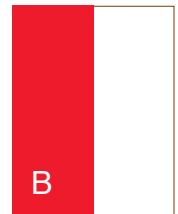
- A. Full Page.
- B. 1/3 Page
- C. 1/4 Page
- D. 1/2 Page horz.
- E. 1/2 Page vert.
- F. 1/2 Page island



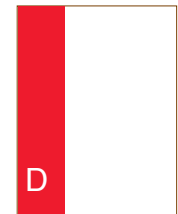
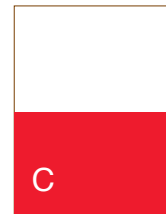
## Standard Ad Sizes (Bleed)

Bleeds trim 1/8" (0.125) on all bleed sides  
Keep live images & text 1/4" (0.25") inside all trim areas

Full Page (including bleed).....	8.5" x 11.062"
Trim size is 8.25" x 10.8125" - max live area is 7.75" x 10.3125"	
Half Page, vert. (including bleed).....	4.125" x 11.062"
Trim is 0.125 on top, bottom, & one side	
Half Page, horz. (including bleed) .....	8.5" x 5.40"
Trim is 0.125 on both sides & top or bottom	
Third Page vert. (including bleed) .....	2.85" x 11.062"
Trim is 0.125 on top, bottom & one side	



- A. Full Page bleed
- B. 1/2 Page vert. bleed
- C. 1/2 Page horz. bleed
- D. 1/3 Page vert. bleed



Email **press quality** pdf files to: [randy@aligningchange.com](mailto:randy@aligningchange.com)

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