Why is Rio Rancho Observer vital to the community?

- Rio Rancho Observer carries the news of Rio Rancho and Sandoval County.
- It acts as a government watchdog, holding officials accountable.
- It provides more than 20,000 households with information and general knowledge.
- It provides news about Rio Rancho and Sandoval County’s economic situation, sports, games, entertainment, trade and commerce.
- It keeps Rio Rancho residents informed, enabling them to take part in discussions pertaining to the area’s current events. There is a direct correlation between the consumption of local news and civic engagement.
- Readers have a clear idea and understanding of what is happening in Rio Rancho and Sandoval County.
- Through advertising it helps local businesses market products and services.
- The Observer is hyper-local, covering the news that matters to residents.
- People want to know what is going on in their community.
Rio Rancho Observer is a branded edition of the Albuquerque Journal, serving Rio Rancho, Bernalillo and surrounding areas. With a history which reaches back to 1880, and the Observer since 1973, this newsgroup is home to the largest newspaper in the state, with more than 65 reporters on staff. With the Journal, this offers the biggest reach of any media group in New Mexico.

Rio Rancho Observer brings you news, sports and events from Rio Rancho, Bernalillo and surrounding communities every Sunday. Content exists for all of this area’s diverse readers and businesses.

**ADVERTISING CONTACTS**

**Classifieds**
505.823.4444

**Employment**
505.823.3333

**Legals**
505.823.3377

**Obituaries**
505.823.3373

Rio Rancho Observer is a sister publication of Albuquerque Journal.

* Nielsen-Scarborough 2018 Release 1, October 2017 – November 2018
** Alliance for Audited Media, 2018 Annual Audit

**Rio Rancho Editorial Staff**

**William P. Lang**
President/CEO
505.891.7172

**Argen Marie Duncan**
Editor/Publisher
aduncan@rrobserver.com

**Cecilia Uebel**
Sr. Vice President of Advertising & Chief Revenue Officer
cuebel@abqjournal.com

**Art Trujillo**
Retail Sales Director
atrujillo@abqjournal.com

**Wayne Barnard**
Inside Sales Director
wbarnard@abqjournal.com

**Kathy Moore**
National/Majors Sales Manager
kmoore@abqjournal.com

**Belinda Hoschar**
Digital Sales Manager
bhoschar@abqjournal.com

**Rio Rancho Advertising Consultants**

**Susan Saunier**
Advertising Consultant
505.823.3364

**John Collins**
Advertising Consultant
505.823.3339

**Readership Data**

Cumulative Sunday Audience
42,725 Unique Readers
Median Age: 43.42
HHD Income: $43,945
67% Home Ownership

**About the Observer**

Rio Rancho Observer is a branded edition of the Albuquerque Journal, serving Rio Rancho, Bernalillo and surrounding areas. With a history which reaches back to 1880, and the Observer since 1973, this newsgroup is home to the largest newspaper in the state, with more than 65 reporters on staff. With the Journal, this offers the biggest reach of any media group in New Mexico.

Rio Rancho Observer brings you news, sports and events from Rio Rancho, Bernalillo and surrounding communities every Sunday. Content exists for all of this area’s diverse readers and businesses.

**Advertising Contacts**

**Classifieds**
505.823.4444

**Employment**
505.823.3333

**Legals**
505.823.3377

**Obituaries**
505.823.3373

Rio Rancho Observer is a sister publication of Albuquerque Journal.

* Nielsen-Scarborough 2018 Release 1, October 2017 – November 2018
** Alliance for Audited Media, 2018 Annual Audit
# Readership and User Information

**2020**

*Google Analytics, January 2018 – December 2018, Monthly Average

**Site Registration, November 20, 2019

Scarborough, Albuquerque, NM 2018 Release 2 Total (Oct 2017 – Sep 2018)*

## RIO RANCHO MARKET vs RIO RANCHO OBSERVER’S AUDIENCE

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>98,023</th>
<th>42,725 WEEKLY CUMULATIVE AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIANAGE</td>
<td>37.4</td>
<td>42.82</td>
</tr>
<tr>
<td>GENDER</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>48.65% MEN</td>
<td>46.3% MEN</td>
</tr>
<tr>
<td></td>
<td>51.35% WOMEN</td>
<td>53.7% WOMEN</td>
</tr>
<tr>
<td>RACE</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>47.1% WHITE NON-HISPANIC</td>
<td>43.6% WHITE NON-HISPANIC</td>
</tr>
<tr>
<td></td>
<td>33.6% HISPANIC</td>
<td>34.0% HISPANIC</td>
</tr>
<tr>
<td></td>
<td>19.30% OTHER</td>
<td>22.4% OTHER</td>
</tr>
<tr>
<td>MARITAL STATUS</td>
<td>51% MARRIED</td>
<td>43.7% MARRIED</td>
</tr>
<tr>
<td>HOUSEHOLD INCOME SUMMARIES</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>38.1% EARN LESS THAN $49K</td>
<td>36.1% EARN LESS THAN $49K</td>
</tr>
<tr>
<td></td>
<td>35% EARN $50K TO $74.9K</td>
<td>35.5% EARN $50K TO $74.9K</td>
</tr>
<tr>
<td></td>
<td>26.90% EARN $75K OR MORE</td>
<td>28.4% EARN $75K OR MORE</td>
</tr>
<tr>
<td>LEVEL OF EDUCATION SUMMARIES</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>24.48% HIGH SCHOOL GRADUATES</td>
<td>31.0% HIGH SCHOOL GRADUATES</td>
</tr>
<tr>
<td></td>
<td>68.18% SOME COLLEGE/4-YEAR DEGREE/POSTGRADUATE</td>
<td>64.9% SOME COLLEGE/4-YEAR DEGREE/POSTGRADUATE</td>
</tr>
<tr>
<td></td>
<td>7.34% NON HS GRADUATE</td>
<td>4.10% NON HS GRADUATE</td>
</tr>
<tr>
<td>EMPLOYMENT STATUS</td>
<td>63.2% LABOR FORCE PARTICIPATION</td>
<td>65.8% LABOR FORCE PARTICIPATION</td>
</tr>
<tr>
<td>OCCUPATION SUMMARIES</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>83.86% WHITE COLLAR</td>
<td>78.60% WHITE COLLAR</td>
</tr>
<tr>
<td></td>
<td>16.14% BLUE COLLAR</td>
<td>21.4% BLUE COLLAR</td>
</tr>
</tbody>
</table>

### abqJournal.com/rrobserver*

- Monthly Averages
  - 35,400 Unique Visitors
  - 167,223 Page Views
  - 77,606 Visits

### RIO Rancho Observer*

- Monthly Averages
  - 1,844 Users
  - 12,102 Visits
  - 79,680 Page Views

### Social Media Followers**

- Facebook: 8,032
- Twitter: 3,297
- Instagram: 643
Rio Rancho Observer and its branded products reach 6 out of 10 households in the Rio Rancho area every Sunday**.

** Alliance for Audited Media, 2018 Annual Audit
Rights and Guidelines

A. Advertisers assume all liability for all content of advertisements printed.

B. Requests for position are granted when possible but are not guaranteed. Publisher will not be held liable for unfulfilled position requests, including multiple page sections.

C. Liability for an error shall not exceed the cost of space occupied by error (not the space occupied by the entire ad). Publisher is not liable for inadvertent deletions or failure to publish advertisements.

D. No allowance made for errors that do not materially affect the value of the advertisement.

E. All disclaimers contained in insertion orders or contracts, such as “agent for,” are null and void and are superseded by this card.

F. Advertisements cancelled after deadline are subject to a late cancellation charge equal to 50% of the cost of the advertisement.

G. All reader style ads must carry a 2 pt. rule around the content. When simulating editorial content the words “Paid Advertisement” must appear above such ads in 10 pt. type.

H. All political ads are required to comply with the Federal Political Statements Law. Please contact your ad rep for details. Prepayment must be received prior to space reservation deadline.

I. Publisher reserves the right to cancel any advertisement at any time.

J. The Publisher reserves the right to revise advertising rates at any time upon 30 days notice. The Publisher reserves the right to revise or reject, in whole or in part, any advertisement.

K. The Publisher reserves the right to approve or reject subject matter, wording, form, illustration and typography of all advertising.

Contract and Copy Guidelines

A. Rates listed apply only to respective advertising. See individual rate cards per ad type for other applicable rates and information. All rate cards available upon request.

B. Contract may be accepted from individual advertisers or include subsidiaries.

C. Advertisers signing contracts will be billed on current effective rate card and rebilled at earned rate if contract is not fulfilled.

D. Minimum depth of retail ads is one inch. Advertisers exceeding 19 inches depth for broadsheet publications, or 9 inches depth for tabloid publications, will be charged for the full publication depth.

E. Materials submitted are required to match minimum reproduction quality. See Print Production Specifications for details.

F. Print Ad Guidelines: Print-ready PDFs are required. Please contact your advertising representative for production guidelines. Working files may be requested to ensure reproduction standards are met.

G. All documents generated must be compatible with Adobe InDesign for output. We print at 1200 DPI with a 100 line screen. Please provide all graphics files with any ad submitted. When supplying photos, please scan at 220 DPI and no more than 150% of required size. Line art may be scanned at 400-600 DPI and no more than 150% of required size.

H. All print ads receive a search engine optimization upcharge of $30 per ad, up to $150 per month.

I. We can accept ads via email, upload (http://ads.abqpubco.com/art) or FTP for larger ads. Contact your sales rep for info.

J. Rio Rancho Community Publishing will not be responsible for reproducing type fonts other than those from the Adobe Type Library. Rio Rancho Community Publishing will neither guarantee reproduction, nor will it grant credit, for other fonts.

K. All print ads receive a keyword upcharge of $30 per ad.
2020 Print Advertising Sizes

Broadsheet Ad Sizes

Retail Column Widths

<table>
<thead>
<tr>
<th>Width</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1.575”</td>
</tr>
<tr>
<td>2</td>
<td>3.26”</td>
</tr>
<tr>
<td>3</td>
<td>4.945”</td>
</tr>
<tr>
<td>4</td>
<td>6.63”</td>
</tr>
<tr>
<td>5</td>
<td>8.315”</td>
</tr>
<tr>
<td>6</td>
<td>10”</td>
</tr>
</tbody>
</table>

Max Ad Depth

<table>
<thead>
<tr>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>20.5”</td>
</tr>
</tbody>
</table>

Retail Gutter: 0.11 in

Custom ad sizes available. Contact your account representative for details.
**2020 Digital Sizing, Standards & Deadlines**

**rrobserv.com/abqjournal.com only**

**Super Leaderboard /**
- 970 x 90
- 200kb, desktop only
- no expansion
- up to 15 sec animation
- no video
- .jpg, .png, .gif, html5

**Audience Extension Only**

**Medium Rectangle /**
- 300 x 250
- 200kb, all devices
- no expansion
- video* or animation allowed
- .jpg, .png, .gif, html5, .mp4

**Smartphone Static Wide Banner /**
- 320 x 50
- 50kb, mobile only
- no expansion
- up to 15 sec animation
- no video
- .jpg, .png, .gif, html5
- must have 1px border

**Half Page /**
- 300 x 600
- 200kb, all devices
- no expansion
- up to 15 sec animation
- no video
- .jpg, .png, .gif, html5

**Wide Skyscraper /**
- 160 x 600
- 200kb, desktop only
- no expansion
- up to 15 sec animation
- no video
- .jpg, .png, .gif, html5

**Leaderboard /**
- 728 x 90
- 200kb, tablet only
- no expansion
- up to 15 sec animation
- no video
- .jpg, .png, .gif, html5

---

**Ad sizes shown at 1/3 scale**

---

**Video Specifications**

- 24 frames per second
- 15 sec max length without user activation
- unlimited length with user activation
- sound on-click
- 1mb load without user activation
- unlimited load with user activation

---

---
Email Blast Specifications

**Email Blast / 640 X 1200±600PX**
- 300kb for all assets
- no animation
- No video
- Requires copy provided as Word doc or txt file
- Photos as .jpg, .png, .gif
- Finished file is hosted html5

Links should be included with assets

Single image email blast not accepted due to deliverability standards

**Pushdown / 970 x 415**
- 970 x 90 (closed standalone)
- 200kb
- Up to 15 second animation
- expands/closes on click
- .jpg, .png, .gif, html5

**Wallpapers / 350 X 1000**
- 250 x 765 TEXT AREA / 80px TOP MARGIN
- 200kb for both
- no animation
- no video
- only available combined with 970 x 415 visible above 1500 px wide screen
- .jpg, .png, html5

Digital Ad Materials

**Deadlines/Turnarounds**

All digital ads finalize 2 days before publication, by 5pm.

Any ads not in by this time will have their publication date moved back according to need and build time required.

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>WORKING HOURS BEFORE DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAMERA-READY ADS CHECK</td>
<td>8</td>
</tr>
<tr>
<td>PICKUP WITH CHANGE</td>
<td>8 – 16*</td>
</tr>
<tr>
<td>NEW BUILD</td>
<td>16</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ADD-ONS</th>
<th>ADDITIONAL WORKING HOURS BEFORE DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIDEO</td>
<td>24</td>
</tr>
<tr>
<td>ANIMATION</td>
<td>24</td>
</tr>
</tbody>
</table>

Each add-on (video, animation) will increase the turnaround time for each batch of ads the add-on is being applied to.

*dependent on degree of change
2020 Print Advertising Deadlines

- Any ads submitted late will be handled as quickly as possible. However, expect delays.

- Any art/changes submitted after deadline may not be processed to meet press deadlines.

- All ad art is handled with a priority on deadlining ads. Early submissions are appreciated, but completion of those ads may be delayed based on deadlining projects and ads.

- Ads follow advanced deadlines for special sections. Check special ad alerts, flyers, and/or other special section materials for due dates and times.

- Holidays: Anything due the day the holiday is observed is treated as if it is due the proceeding work day. Check with a manager for specific deadlines.

**Advertising Art Definitions**

- **Camera-ready**
  Provide by noon, day of deadline
  Any ad submitted by a client that is simply processed into our ATEX system with no changes. Creative Services checks all camera-ready ads for any errors related to sizing, color and reproduction.

- **Pickups**
  Provide by noon, day of deadline
  Any ad that ran in the Rio Rancho Observer or a sister product that requires no change to run again. Pickups are always required upon re-submission of an art file.

- **Pickup/art with change - minor change**
  Provide one working day
  (8 working hours) prior to required proof

- **Pickup/art with change - major change(s)**
  Provide at least 2 working days
  (16 working hours) prior to required proof

  Pickups with Change are the most diverse category of art and can require variable amounts of work depending on provided art, existing art and supplied copy.

  - **Minor changes** consist of small changes to copy such as a date or name change, changing out a photo or removing a part of a layout. These can still take a notable amount of time, based on what's provided and the existing file.

  - **Major changes** consist of substantial changes to at least 40% of an ad. These include — but are not limited to — copy, layout, photography and/or size. Major changes usually require correspondence with the client; art and copy requests; and potentially unexpected adjustments.

- **Builds**
  Provide at least two working days
  (16 working hours) prior to required proof

  Builds are requested ads that have no prior art and must be designed and produced from scratch. The time frame for these ads is required to layout art and copy, and to allow time for changes and edits, which may be substantial.

- **Specs**
  Provide at least three working days
  (24 working hours) prior to required proof

  Specs should be planned and iterated to create a targeted marketing piece for a client. These are also produced with extra time to allow collection of assets, research and because they are the lowest priority ads.
### Retail Deadlines

<table>
<thead>
<tr>
<th>Publications</th>
<th>Space Reservation Deadline</th>
<th>Builds Due</th>
<th>Camera-ready/ Pickups Due</th>
<th>Art Finalized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rio Rancho Observer (Sun.)</td>
<td>Wednesday, 5pm</td>
<td>Wednesday, Noon</td>
<td>Friday, Noon</td>
<td>Friday, 5pm</td>
</tr>
</tbody>
</table>

### Rio Rancho Sister Publications

<table>
<thead>
<tr>
<th>Publications</th>
<th>Space Reservation Deadline</th>
<th>Builds Due</th>
<th>Camera-ready/ Pickups Due</th>
<th>Art Finalized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal Tuesday</td>
<td>Friday, Noon</td>
<td>Thursday, Noon</td>
<td>Monday, Noon</td>
<td>Monday, 5pm</td>
</tr>
<tr>
<td>Journal Wednesday</td>
<td>Friday, 5pm</td>
<td>Friday, Noon</td>
<td>Tuesday, Noon</td>
<td>Tuesday, 5pm</td>
</tr>
<tr>
<td>VCNB</td>
<td>Friday, 5pm</td>
<td>Friday, Noon</td>
<td>Tuesday, Noon</td>
<td>Tuesday, 5pm</td>
</tr>
<tr>
<td>El Defensor Chieftain</td>
<td>Monday, 5pm</td>
<td>Monday, Noon</td>
<td>Wednesday, Noon</td>
<td>Wednesday, 5pm</td>
</tr>
<tr>
<td>Journal Thursday</td>
<td>Monday, 5pm</td>
<td>Monday, Noon</td>
<td>Wednesday, Noon</td>
<td>Wednesday, 5pm</td>
</tr>
<tr>
<td>Venue (Fri.)</td>
<td>Monday, 5pm</td>
<td>Monday, Noon</td>
<td>Wednesday, Noon</td>
<td>Wednesday, 5pm</td>
</tr>
<tr>
<td>Journal Friday</td>
<td>Tuesday, 5pm</td>
<td>Tuesday, Noon</td>
<td>Thursday, Noon</td>
<td>Thursday, 5pm</td>
</tr>
<tr>
<td>Homestyle (Sat.)</td>
<td>Tuesday, 5pm</td>
<td>Tuesday, Noon</td>
<td>Thursday, Noon</td>
<td>Thursday, 5pm</td>
</tr>
<tr>
<td>TV Now (Sat.)†</td>
<td>Tuesday, 5pm</td>
<td>Monday, Noon</td>
<td>Wednesday, Noon²</td>
<td>Wednesday, 5pm²</td>
</tr>
<tr>
<td>Journal Saturday</td>
<td>Wednesday, Noon</td>
<td>Wednesday, Noon</td>
<td>Friday, Noon</td>
<td>Friday, 5pm</td>
</tr>
<tr>
<td>Journal Sunday</td>
<td>Wednesday, 5pm</td>
<td>Wednesday, Noon</td>
<td>Friday, Noon</td>
<td>Friday, 5pm</td>
</tr>
<tr>
<td>Journal North (Sun.)</td>
<td>Thursday, 1pm</td>
<td>Wednesday, Noon</td>
<td>Friday, Noon</td>
<td>Friday, 5pm</td>
</tr>
<tr>
<td>Journal Monday</td>
<td>Thursday, 5pm</td>
<td>Wednesday, Noon</td>
<td>Friday, Noon</td>
<td>Friday, 5pm</td>
</tr>
<tr>
<td>Business Outlook (Mon.)</td>
<td>Thursday, Noon</td>
<td>Wednesday, Noon</td>
<td>Friday, Noon</td>
<td>Friday, 5pm</td>
</tr>
</tbody>
</table>

### Classified Deadline

<table>
<thead>
<tr>
<th>Publications</th>
<th>Space Reservation Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rio Rancho Observer</td>
<td>Wednesday, 5pm</td>
</tr>
</tbody>
</table>

### Classified Deadlines - Sister Publications

<table>
<thead>
<tr>
<th>Publications</th>
<th>Space Reservation Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal Tuesday</td>
<td>Monday, 5pm</td>
</tr>
<tr>
<td>Journal Wednesday</td>
<td>Tuesday, 5pm</td>
</tr>
<tr>
<td>VCNB</td>
<td>Monday, 3:30pm</td>
</tr>
<tr>
<td>El Defensor Chieftain</td>
<td>Monday, 3:30pm</td>
</tr>
<tr>
<td>Journal Thursday</td>
<td>Wednesday, 5pm</td>
</tr>
<tr>
<td>Journal Friday</td>
<td>Thursday, 5pm</td>
</tr>
<tr>
<td>Journal Saturday</td>
<td>Friday, 4pm</td>
</tr>
<tr>
<td>Journal Sunday</td>
<td>Friday, 5pm</td>
</tr>
<tr>
<td>Journal North</td>
<td>Friday, 5pm</td>
</tr>
<tr>
<td>Journal Monday</td>
<td>Friday, 5pm</td>
</tr>
</tbody>
</table>

*An early proof on built ads will also require early submission, providing at least 16 working hours for construction.

**A pickup from a previously run ad is counted as a camera-ready ad. Any pickup requiring changes will need to be submitted at least 8 working hours before camera-ready deadline.

***Any art/changes submitted after deadline may not be proofed, or will be proofed late, due to deadlines. Any art/changes submitted after deadline may not be made to meet press deadlines.

‡ TV Now deadlines are all one week in advance of publication.

† Venue North publishes the first Friday of each month. Deadline days take place in the days prior to publication.
Print Ad Overview

Newspaper printing is an industrial process, designed to be fast and economical. Designing pieces for newspaper printing is quite different than producing for magazine or the web.

Colors won’t look as bright or vibrant on newsprint vs. a computer screen.

Newsprint is a relatively low grade of paper. The print quality is not as sharp as other kinds of paper that you might be familiar with (magazines, for example), and it’s not as bright white as office copier paper.

It’s not possible to print a true deep black. Blacks will look more like dark greys in print.

This doesn’t mean that your newspaper advertisement won’t look good, but it does help to design with newspaper printing in mind.

Please follow these simple steps for the best reproduction of your newspaper advertisements in the printed editions of the Journal.

If you have questions please feel free to email our creative services team at cas@abqpubco.com.

Print Ad Guidelines

Screen Ruling
The Rio Rancho Observer is printed at 100 lines per inch.

Color

All elements should be in CMYK mode for print. If your advertisement is running black and white, then all artwork and colors should be black and shades of gray (C:0 M:0 Y:0 K:100).

If your advertisement is running with color then all artwork and colors should utilize the CMYK color model for the color artwork and fonts. Blacks and grays should only be built with K.

Newspaper production does not offer spot Pantone® color reproduction.

Make sure that no RGB color exists anywhere in your creative.

Dmax
Total ink density (Dmax) cannot exceed 220% in any area including solid colors.

General Dot Gain
Expect an average 22-30% dot gain. See Appendix B for dot gain curve.

Highlight Dot
Use a 5% to 7% dot for the smallest highlight meant to hold detail in the halftones.

Midtone Dot
Prepare materials to compensate for a 22%-30% midtone dot gain. As a note, 30% is the absolute maximum of the standard.

Shadow Dot
80%-85% in shadow areas intended to hold detail. Areas greater than 85% will likely print solid.

Flat Tint
No less than 10% is recommended for a flat tint for consistent reproduction.

Contrast
For newspaper reproduction your images will typically look “blown out” to the point of losing the finest of detail.

Maintain a 20% difference in shades of black for reproduction. Particularly if your creative is a “dark-on-dark” design scheme.

If your advertisement is color, consider creating a temporary creative version that converts all colors to gray-scale. Then check for that 20% difference.

ICC Profiles
Separations for the Albuquerque Journal are based on two ICC profiles:
- Color profile: Snap220.icc
- Black & White profile: Snap 09 White backing gray profile.icc

Fonts/Type
All fonts used should be Type 1 PostScript. TrueType fonts are not supported.

One-color Type should not go below 6 points in size.

Type built from multiple CMYK colors should be at least 10 pts in size and should utilize a heavier font weight (Roman/Regular/55 and above)

Reverse type is acceptable, but should be no less than 10 point sans serif for reversion out of single-inks and no less than 14 point for two or more inks.

Screened type reversed in a solid color must not exceed 20% tint of that color.

Surprinted type is not recommended in areas exceeding 30% tonal value. Yellow should not be used.

Any typography made with fonts outside the Adobe Font library should be outlined in camera-ready and build materials.

Images

Keep your images prepared at a resolution of 170-250 ppi at full size (220 ppi is our preferred resolution). Higher resolution photos will only increase the file size and will not result in better printing. Images lower than 150ppi will generally reproduce poorly and web images (72–96 ppi) reproduce exceptionally poor on newsprint and can have issues with 4-color blacks.

For working files, embed images in your Illustrator documents and package files for InDesign. Photoshop files should be at 220ppi. Not following these steps for working files will cause multiple issues and will be returned to the client with a request for the original image.

Line art should be sent as a vector, such as an Illustrator EPS, or outlined in InDesign.
Print Ad Design

The Observer, and all newspapers, are printed using a CMYK color production process. All colors are made of mixtures of cyan, magenta, yellow and/or black inks. All computers use an RGB (red, green and blue) color system. The two modes make exact color match impossible — colors will look different in the newspaper, compared to how they look on screen.

- Most colors will look lighter in print than they do on screen, and colors with under 30% ink coverage may not print at all.
- Simple colors work best - it’s easier to predict how they will print.
- Turn down the brightness of your monitor when designing for newspaper reproduction.
- Choose photos and artwork carefully. Photo submissions for section covers must be shot on a high-quality DSLR camera. Images should be delivered in RAW or JPG format. The Observer will color correct to work with newsprint.
- Because newsprint is thin, we reduce all files to a max ink coverage of 220%

Some guidelines on composing photos:

- Choose photos with a good range of mid-tones, and enough contrast between important details. There is less contrast between light and dark areas on newsprint. Editing for higher contrast can help.
- Avoid artwork with large dark areas. Details in dark areas will merge together into one flat color. Additionally, pale, subtle tones are likely to look washed out in print.
- Artwork, and fonts, with a thin line stroke or font should be avoided as dot gain can compromise the fonts look and feel.
- Make sure that text and details contrast with the background. There will be less contrast between light and dark in your printed newspaper.
- Skin tones, which often contain magenta and yellow, may look too orange or red in print. You can compensate by toning down magenta and yellow in your photos.
- Folding and alignment isn’t exact. Artwork on one side of a sheet may be a few millimeters misaligned with the other side.
- If your design is a spread, printed across separate pages, avoid having important details going across the middle as there might be a gap or misalignment between the two halves.

White text on newsprint

White text over a CMYK background can end up looking ‘fuzzy’ due to misalignment of the web of paper as it prints through the press. White knockouts over a non-uniform (gradient) CMYK background causes reproduction trouble. Use these only under advisement.

Rich Black

Rich black (sometimes called four-color black) should not be used on newsprint as a general rule. The only exceptions for rich blacks involve using it to avoid traps (Also see glossary: Knockouts) in color reproduction or with limited use in photography.

Adobe Photoshop, and sometimes Illustrator, defaults to using rich black for black. Artwork originally in RGB color space — converted to CMYK — will contain rich black, particularly in type.

The Journal reserves the right to remove rich black in any submitted ad or artwork due to the issues it causes.

Advertisement Size

Check the vertical and horizontal measurements of your advertisement before sending it in. Measurements are generally expressed in the fashion of ‘number of columns’ by the inches decimal depth of the advertisement. Ask your sales rep if any clarifications

Color Consideration

At roughly 120,000 pages per hour, newspaper presses print color one plate (or CMY color) at a time and then prints the key color, or black. The press is constantly manipulated throughout the run to maintain tension on the paper and register of color, so you will see variance in different copies of the same paper.

Registration

Registration, or how those separate printings of primary colors on the paper line up — may misalign during the press run. Press operators are constantly looking for registration slippage and adjusting all the time.

Design your color with this in mind. Simplicity in color builds helps to minimize variance in color appearance.

Note that CMYK used for the printed newspaper is a very different (limited) color space that that of the various RGB families of color space. The Journal uses sRGB color space when outputting for digital devices and SWOPS CMYK for newsprint ads. See Appendix A for color gamut illustration.
**2020 Local Preprint Advertising Guidelines**

**PREPRINT GUIDELINES**

Preprint reservations required three weeks prior to run date.

Group ads sold through a third party will not be accepted. 1-900 numbers or 800 numbers referring to 900 numbers with charges will not be accepted.

Preprint insertion rates do not include transportation charges or printing costs.

Cancellation deadline is 14 days in advance of run date. A cancellation charge, based on costs incurred by Rio Rancho Community Publishing, may be applied.

Preprints are accepted for daily and Sundays. Tabloid, Standard and Flexie sizes accepted.

Stock Weight: Single sheet card inserts must be on a minimum of 70 pound stock. Tabloids must be on a minimum of 30 pound stock. Powder should be used on glossy stock to assure a dry product.

Size Limitations: Minimum 6”x8”. Maximum 11”x11”. No multiple folds. Do not quarter fold any tab fitting within the 11”x11” specifications. All full-page supplements must be printed with a 3/8” off-fold. Sections should be rectangular or square in shape.

The Publisher retains the option of pre-inserting preprinted advertising, one inside the other, to meet mechanical and publishing requirements. In these cases, no consideration for adjustment will be given.

Zoning: There will be an additional $10 cpm for any preprints zoned within the Rio Rancho Observer.

**PACKAGING**

Preprints should be loaded so they can be off-loaded from the rear of the carrier.

Preprints should be delivered in banded stacks on non-returnable skids or pallets. Skids should not measure over 48 inches long. Skids should be stacked so they do not exceed 5 feet in height. Skids should not exceed 2500 pounds. A 4-inch floor clearance is required.

All skids should have a tie-in placed halfway up the pallet. The slicker the stock, the more tie-ins needed. We suggest tie-ins be made of cardboard or heavy craft paper. Tie-ins should not be round, waxed or coated.

All preprints should be stacked consistently with alternating folds at reasonable intervals. They must be well-jogged, securely banded and protected for shipment. Band all four corners of pallet.

Preprints should be wrapped in plastic with protective corners and stacked on balanced pallets to prevent sliding.

Shipments received in poor condition and/or not in consistent turns, thereby necessitating additional handling, may require an additional charge.

Each skid requires a skid marker that states the name of the preprint, newspaper to distribute the preprint and date of distribution. It should also state the total number of preprints, total number of skids, and the number of preprints on the skid. Display the cover of the preprint on two sides of each skid.

**INSERTION QUANTITIES**

Circulation estimates may vary. Rio Rancho Community Publishing will not be responsible, nor will provide billing or rate adjustments, for shortages or overages resulting from variances, including errors in the insertion or distribution process, shortages in the advertiser’s delivery of preprints and/or inserts that are not within APC’s preprint guidelines.

If the quantity received is greater than the press run, any overages may be inserted in the next available publication or branded edition, based on overage quantity and booked date/publication.

For current circulation, call (505) 823-3358.

**PREPRINT RECEIVING GUIDELINES**

Preprints are to be delivered to the receiving dock located at:

7777 Jefferson N.E., Albuquerque, NM 87109-4343.

Deliveries are accepted 8 a.m. to 5 p.m. Monday – Friday.

Preprints must be received (PREPAID) 10 days prior to a Sunday-publication date, and 7 days prior to a daily publication date. (15-day prior deadline applies to preprints for Thanksgiving day and all Sundays after Thanksgiving through Christmas.) Call (505) 823-3358 for questions regarding holiday deadlines.

If road conditions, mechanical breakdown or other problems cause a delay in delivery of preprints, drivers are asked to notify Albuquerque Publishing Company at (505) 823-3358.

A bill of lading is needed for each truck or trailer delivering preprints.

**PREPRINT SIZING/PAGES**

<table>
<thead>
<tr>
<th>TYPES</th>
<th>MIN</th>
<th>MAX</th>
<th>PAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>SINGLE SHEET</td>
<td>8X10</td>
<td>11X11</td>
<td>1 OR 2</td>
</tr>
<tr>
<td>FLEX</td>
<td>6X8</td>
<td>8X10</td>
<td>3+</td>
</tr>
<tr>
<td>TAB</td>
<td>8X10</td>
<td>11X11</td>
<td>3+</td>
</tr>
<tr>
<td>STANDARD</td>
<td>11X11</td>
<td>11X22</td>
<td>1+</td>
</tr>
</tbody>
</table>

Standard sheet larger than 11x11 must be folded to 11x11 for insertion. 1 Std = 2 Tab = 4 Flex

Rates are net, subject to present and future State and Federal gross receipts and Excise Taxes. No Cash discount or commission allowed.

Any size over 58 TAB quoted upon request. All rates are cost per thousand quantity. Call Preprint Manager at (505) 823-3358 for current quantities and distribution.
**2020 Preprint Spadea Specs**

**Partial Spadea Positions & Sizes**

**Inside Flap + Full Page**

- Inside Flap
- Full Page

- Inside view
- Outside view

**Full Pages / Inside or Back**

- Inside or Back
- Full Page

**Inside Section Flaps / Inside and/or Outside**

- Flap

**Full Spadea / Journal A-Section**

- Inside View
  - Inside of Spadea can be one image.
  - See partial spadea positions and sizes for other options
  - Inside - Across Margin (15.5 in x 20.7 in)

- Outside View
  - Outside of Spadea is two images.
  - Back (10 in x 20.7 in)
  - Outside Flap (4.5 in x 16.5 in)

**Full Spadea / Journal Inside Section**

- Inside View
  - Inside of Spadea can be one image.
  - See partial spadea positions and sizes for other options
  - Inside - Across Margin (15.5 in x 20.7 in)

- Outside View
  - Outside of Spadea is two images.
  - Back (10 in x 20.7 in)
  - Outside Flap (4.5 in x 20.7 in)
View of the Sandia Mountains and Rio Grande from Rio Rancho