

# 2024 SOUTHERN UTE DRUM DEADLINE

<b>DEADLINE</b>	<b>PUBLISH</b>	<b>FEDERAL &amp; TRIBAL HOLIDAYS</b>
Jan. 8	Jan. 12	
Jan. 22	Jan. 26	Martin Luther King Jr. Day (Jan. 15)
Feb. 5	Feb. 9	
Feb. 16*	Feb. 23	President's Day (Feb. 19)
Mar. 4	Mar. 8	
Mar. 18	Mar. 22	
Apr. 1	Apr. 5	
Apr. 15	Apr. 19	
Apr. 29	May 3	
May 13	May 17	
May 24*	May 31	Memorial Day (May 27)
Jun. 10	Jun. 14	Juneteenth (Jun. 19)
Jun. 24	Jun. 28	
Jul. 8	Jul. 12	Independence Day (July 4)
Jul. 22	Jul. 26	
Aug. 5	Aug. 9	
Aug. 19	Aug. 23	
Aug. 30*	Sept. 6	Labor Day (Sept. 2)
Sept. 16	Sept. 20	
Sept. 30	Oct. 4	
Oct. 11*	Oct. 18	Indigenous People's Day (Oct. 14)
Oct. 28	Nov. 1	
Nov. 8*	Nov. 15	Veterans Day (Nov. 11)
Nov. 22*	Nov. 27	Thanksgiving (Nov. 28)
Dec. 6*	Dec. 13	Leonard C. Burch Day (Dec. 10)
Dec. 20*	Dec. 27	Christmas (Dec. 25)



*\*Denotes Early Deadline*

**NOTICE:** All content; including classifieds ads, display ads, RFP/RFB notices, job announcements, stories and articles, press releases, letters, birthday greetings and holiday wishes must be submitted by the posted deadline. **Anything submitted AFTER DEADLINE will be considered for the next issue.** Requests for design work must be submitted by 5 p.m. on the above posted deadline dates. **The Drum reserves the right to edit all materials for spelling, grammar, clarity and libel.**

**THE SOUTHERN UTE DRUM**

**www.sudrum.com • 970-563-0118**

Email: sudrum@southernute-nsn.gov • Mailing: PO Box 737, #96, Ignacio, CO 81137

Physical Address: 356 Ouray Drive, Ignacio, Colo. (Leonard C. Burch Building, 2nd floor)



# The Southern Ute Drum

## 2024 Advertising Rates

Updated Oct. 2024

### STANDARD-SIZE DISPLAY AD DIMENSIONS & RATES

Ad description	Actual size	col. x height	Layout	Single insert (Regular Rate)	3 issues* w/discount	6 issues* w/discount
Sixteenth	3.3125" x 3.25"	2 col. x 3.25"	Square	\$ 63	\$ 160	\$ 264
Eighth	5" x 5"	3 col. x 5"	Square	\$ 135	\$ 344	\$ 567
Quarter	5" x 10"	3 col. x 10"	Vertical	\$ 270	\$ 688	\$ 1,134
Half	10.125" x 10"	6 col. x 10"	Horizontal	\$ 540	\$ 1,377	\$ 2,268
Full	10.125" x 19.625"	6 col. x 19.625"	Vertical	\$ 1080	\$ 2,754	\$ 4,536

#### **CIRCULATION**

The Southern Ute Drum is a biweekly newspaper, published every other Friday, that is distributed locally in Ignacio and Durango and mailed throughout the United States. Average circulation for 2023 was approximately 3,000. Newspaper stands are located in Ignacio, Bayfield, Durango, and the La Plata County Airport.

#### **DEADLINE**

The deadline for each issue is 5 p.m., the preceding MONDAY. (Unless indicated as an EARLY Deadline in The Southern Ute Drum's Deadline & Publication Dates, see deadline schedule). All materials, including text and camera-ready logos, artwork and photos, must be submitted on time.

#### **MECHANICAL REQUIREMENTS**

- 1 column: 1.5625" wide
- 2 columns: 3.3125" wide
- 3 columns: 5" wide
- 4 columns: 6.6875" wide
- 5 columns: 8.375" wide
- 6 columns: 10" wide

#### **CLASSIFIED RATES**

The Southern Ute Drum offers classified advertising at a flat rate of 50 cents per word, per issue.

#### **REGULAR RATES**

All display ads are based on a rate of \$9 per column inch. Pricing of nonstandard-sized ads is calculated accordingly.

#### **SPECIAL RATES**

The Southern Ute Drum offers discount rates to advertisers who buy standard-sized ads for three- or six-issue runs:

**A. \*Three-issue agreement:** A 15 % discount applies to agreements for three consecutive insertions of a standard-sized ad.

**B. \*Six-issue agreement:** A 30 % discount applies to agreements for six consecutive insertions of a standard-sized ad.

*The Southern Ute Drum offers display ads to enrolled Southern Ute tribal members and non-profit organizations at half the regular rate.*

#### **POLITICAL ADS**

Political ads will need to be **paid in full** in advance prior to publication. Payment by cash, check or money order only. The Southern Ute Drum does not accept credit/debit card.

**Note: A \$100 design fee will be charged if any ad needs to be designed.**

### **THE SOUTHERN UTE DRUM CONTACT INFO**

**ADVERTISING:** Krista Richards • 970-563-2251 • EMAIL: [krrichards@southernute-nsn.gov](mailto:krrichards@southernute-nsn.gov)  
**EDITOR:** Jeremy Wade Shockley • 970-563-2255 • EMAIL: [jshockley@southernute-nsn.gov](mailto:jshockley@southernute-nsn.gov)  
**MAIN PHONE:** 970-563-0118 • **WEBSITE:** [www.sudrum.com](http://www.sudrum.com)  
**MAILING:** P.O. Box 737 #96, Ignacio, CO 81137 • **PHYSICAL:** 356 Ouray Dr., Ignacio, CO 81137

**THE DRUM WILL NOT GUARANTEE PUBLICATION OF ANY MATERIAL SUBMITTED AFTER DEADLINE, AS TIME AND SPACE ARE LIMITED. THE DRUM RESERVES THE RIGHT TO REFUSE ANY MATERIAL.**

# **QUARTER**

**(1/4) PAGE AD**

**3 Column x 10"**  
*(5" x 10" – actual inches)*

## **ADVERTISING CONTACT**

**Krista Richards**

Email: [krrichards@southernute-nsn.gov](mailto:krrichards@southernute-nsn.gov)  
Phone: 970-563-2251

**The Southern Ute Drum**  
P.O. Box 737 #96  
356 Ouray Drive  
Ignacio, Colo. 81137

**Website: [www.sudrum.com](http://www.sudrum.com)**

# **The Southern Ute Drum**

## **ADVERTISEMENT SIZES**

**One column size:**  
*Column inch (width): 1.5625"*

## **Additional ad sizes:**

- **Half-Page Ad**  
*(10.125" x 10")*
- **Full-Page Ad**  
*(10.125" x 19.625")*
- **Flyer Size Ad**  
*(5" x 6.5")*

Custom size ads are also available  
with additional design fee.

*(Display ads shown actual scale.)*

# **EIGHTH**

**(1/8) PAGE AD**

**3 Column x 5"**  
*(5" x 5" – actual inches)*

# **SIXTEENTH**

**(1/16) PAGE AD**

**2 Column x 3.25"**  
*(3.3125" x 3.25" – actual inches)*

