



# The Southern Ute Drum 2019 Advertising Rates

## STANDARD-SIZED DISPLAY AD DIMENSIONS AND RATES

Ad size/type	Actual size	col. x height	Layout	Single insert	3 issues* w/discount	6 issues* w/discount
Sixteenth	3.25" x 3.5"	2 col. x 3.5"	Vertical	\$ 63	\$ 160	\$ 264
Eighth	4.3975" x 5"	3 col. x 5"	Square	\$ 135	\$ 344	\$ 567
Quarter	4.3975" x 10"	3 col. x 10"	Vertical	\$ 270	\$ 688	\$ 1,134
Half	10" x 10"	6 col. x 10"	Horizontal	\$ 540	\$ 1,377	\$ 2,268
Full	10" x 20"	6 col. x 20"	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. Total circulation for 2019 is approximately 2,600.

### 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 schedule). All materials, including copy and camera-ready logos, artwork and photos, must be submitted on time.

### MECHANICAL REQUIREMENTS

1 column: 1.5625" wide  
 2 columns: 3.25" wide  
 3 columns: 4.3975" wide  
 4 columns: 6.625" wide  
 5 columns: 8.3125" wide  
 6 columns: 10" wide  
 Full page: 10" x 20"

### GENERAL RATES

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

### 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-percent discount applies to agreements for three consecutive insertions of a standard-sized ad.

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

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

### CLASSIFIED RATES

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

## THE SOUTHERN UTE DRUM CONTACT INFO

ADVERTISING: Trennie Collins • EMAIL: [tcollins@southernute-nsn.gov](mailto:tcollins@southernute-nsn.gov)  
 EDITOR: Jeremy Wade Shockley • EMAIL: [jshockley@southernute-nsn.gov](mailto:jshockley@southernute-nsn.gov)

MAIN LINE: 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 Col. X 10"**  
(4.3975" x 10" – actual inches)

**ADVERTISING CONTACT**

**Trennie Collins**  
Email: [tcollins@southernute-nsn.gov](mailto:tcollins@southernute-nsn.gov)  
Phone: 970-563-0118

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

**Drum email: [sudrum@southernute-nsn.gov](mailto:sudrum@southernute-nsn.gov)**  
**Website: [www.sudrum.com](http://www.sudrum.com)**

**THE  
SOUTHERN UTE DRUM**

**ADVERTISEMENT SIZES**

**Column size**

Column width  
Column inch: 1.5625"

**Additional ad sizes**

**Half-Page ad**  
(10" x 10")

**Full-page ad**  
(10" x 20")

Custom sizes are also available

*(Display ads shown actual scale.)*

**EIGHTH (1/8) PAGE AD**

**3 Col. X 5"**  
(4.3975" x 5" – actual inches)

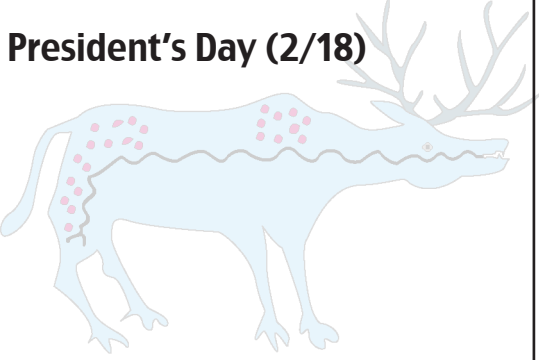


**SIXTEENTH (1/16) PAGE AD**

**2 Col. X 3.5"**  
(3.25" x 3.5" – actual inches)



# 2019 SOUTHERN UTE DRUM DEADLINE & PUBLICATION DATES



Drum Deadlines	Publication Dates	Federally Recognized Holidays and Tribal Holidays	Southern Ute Tribal Administration Closures	
Dec. 26	Jan. 4	New Year's Day (1/1)	Tribal offices closed (1/1)	
Jan. 14	Jan. 18	Martin Luther King Jr. Day (1/21)	Tribal offices closed (1/21)	
Jan. 29	Feb. 1			
Feb. 11	Feb. 15	President's Day (2/18)	Tribal offices closed (2/18)	
Feb. 25	Mar. 1			
Mar. 11	Mar. 15			
Mar. 25	Mar. 29			
Apr. 8	Apr. 12			
Apr. 22	Apr. 26			
May 6	May 10			
May 20	May 24	Memorial Day (5/27)		Tribal offices closed (5/27)
Jun. 3	Jun. 7			
Jun. 17	Jun. 21			
Jun. 27*	Jul. 3	Independence Day (7/4)		Tribal offices closed (7/4-7/5)
Jul. 15	Jul. 19	Sun Dance Feast (7/11)		
Jul. 29	Aug. 2			
Aug. 12	Aug. 16			
Aug. 26	Aug. 30			
Sep. 9	Sep. 13	Labor Day (9/2)		Tribal offices closed (9/2)
Sep. 23	Sep. 27			
Oct. 7	Oct. 11			
Oct. 21	Oct. 25			
Nov. 4	Nov. 8	Veterans Day (11/11)	Tribal offices closed (11/11)	
Nov. 18	Nov. 22	Thanksgiving Day (11/28)	Tribal offices closed (11/28-11/29)	
Dec. 2	Dec. 6	Leonard C. Burch Day (12/10)	Tribal offices closed (12/9-12/10)	
Dec. 16	Dec. 20	Christmas Day (12/25)	Tribal offices closed (12/25)	
Dec. 27*	Jan. 3, 2019	New Year's Day (1/1/19)	Tribal offices closed (1/1, 2020)	

*\*Early Drum Deadlines*

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 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 Southern Ute Drum reserves the right to edit all materials for spelling, grammar, clarity and libel.

## THE SOUTHERN UTE DRUM

Phone: 970-563-0118 • Fax: 970-563-0391 • Web: [www.sudrum.com](http://www.sudrum.com)

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

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