



2021 The Southern Ute Drum Deadlines

DEADLINE	PUBLISH DATE	FEDERAL & TRIBAL HOLIDAYS	OFFICE CLOSURE
Jan. 11	Jan. 15	New Year's Day (Jan. 1)	Jan. 1
Jan. 25	Jan. 29	Martin Luther King Jr. Day (Jan. 18)	Jan. 18
Feb. 8	Feb. 12		
Feb. 22	Feb. 26	President's Day (Feb. 15)	Feb. 15
Mar. 8	Mar. 12		
Mar. 22	Mar. 26		
Apr. 5	Apr. 9		
Apr. 19	Apr. 23		
May 3	May 7		
May 17	May 21		
May 28*	June 4		
Jun. 14	June 18		
Jun. 28	July 2		
July 12	July 16		
July 26	July 30		
Aug. 9	Aug. 13		
Aug. 23	Aug. 27		
Sep. 3*	Sep. 10		
Sep. 20	Sep. 24		
Oct. 4	Oct. 8		
Oct. 18	Oct. 22		
Nov. 1	Nov. 5		
Nov. 15	Nov. 19		
Nov. 29	Dec. 3		
Dec. 13	Dec. 17		
Dec. 23*	Dec. 30		
		 	
		Memorial Day (May 31)	May 31
		Independence Day (July 4)	July 5
		Labor Day (Sep. 6)	Sep. 6
		Veterans Day (Nov. 11)	Nov. 11 & 12
		Thanksgiving (Nov. 25)	Nov. 25 & 26
		Leonard C. Burch Day (Dec. 10)	Dec. 10
		Christmas (Dec. 25)	Dec. 24

* 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 • 970-563-0118 • www.sudrum.com

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

2021 Advertising Rates

STANDARD-SIZE DISPLAY AD DIMENSIONS & 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 2020 was approximately 2,500.

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.

A \$100 design fee will be charged if ad needs to be designed.

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 Southern Ute Drum 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 • 970-563-2255 • EMAIL: tcollins@southernute-nsn.gov
 EDITOR: Jeremy Wade Shockley • 970-563-2251 • EMAIL: jshockley@southernute-nsn.gov

MAIN PHONE: 970-563-0118 • WEBSITE: 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
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
Website: www.sudrum.com

**THE
SOUTHERN UTE DRUM**

ADVERTISEMENT SIZES

One 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
with additional an design fee.

(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)

