



# The Southern Ute Drum 2023 Advertising Rates

## 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	3.25" x 3.25"	2 col. x 3.2"	Square	\$ 63	\$ 160	\$ 264
Eighth	4.9375" x 5"	3 col. x 5"	Square	\$ 135	\$ 344	\$ 567
Quarter	4.9375" 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. Average circulation for 2022 was approximately 3,200. 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. 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: 4.9375" wide  
4 columns: 6.625" wide  
5 columns: 8.3125" wide  
6 columns: 10" wide

### 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-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: 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 Col. x 10"**  
(4.9375" 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 width)  
Column inch: 1.5625"

**Additional ad sizes:**

- **Half-Page Ad**  
(10" x 10")
- **Full-Page Ad**  
(10" x 20")

Custom size ads are also available  
with additional design fee.

*(Display ads shown actual scale.)*

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

**3 Col. x 5"**  
(4.9375" x 5" – actual inches)

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

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



# 2023 SOUTHERN UTE DRUM DEADLINE SCHEDULE

<b>DEADLINE</b>	<b>PUBLISH</b>	<b>FEDERAL &amp; TRIBAL HOLIDAYS</b>	<b>OFFICE CLOSURE</b>
<b>Jan. 9</b>	<b>Jan. 13</b>		
<b>Jan. 23</b>	<b>Jan. 27</b>	Martin Luther King Jr. Day (Jan. 16)	Jan. 16
<b>Feb. 6</b>	<b>Feb. 10</b>		
<b>Feb. 17*</b>	<b>Feb. 24</b>	Presidents' Day (Feb. 20)	Feb. 20
<b>Mar. 6</b>	<b>Mar. 10</b>		
<b>Mar. 20</b>	<b>Mar. 24</b>		
<b>Apr. 3</b>	<b>Apr. 7</b>		
<b>Apr. 17</b>	<b>Apr. 21</b>		
<b>May 1</b>	<b>May 5</b>		
<b>May 15</b>	<b>May 19</b>		
<b>May 26*</b>	<b>June 2</b>	Memorial Day (May 29)	May 29
<b>Jun. 12</b>	<b>Jun. 16</b>		
<b>Jun. 26</b>	<b>Jun. 30</b>	Juneteenth (Jun. 19)	Jun. 19
<b>Jul. 10</b>	<b>July 14</b>	Independence Day (Jul. 4)	Jul. 3 & 4
<b>Jul. 24</b>	<b>Jul. 28</b>		
<b>Aug. 7</b>	<b>Aug. 11</b>		
<b>Aug. 21</b>	<b>Aug. 25</b>		
<b>Sep. 1*</b>	<b>Sep. 8</b>	Labor Day (Sep. 4)	Sep. 4
<b>Sep. 18</b>	<b>Sep. 22</b>		
<b>Oct. 2</b>	<b>Oct. 6</b>		
<b>Oct. 16</b>	<b>Oct. 20</b>	Indigenous People's Day (Oct. 9)	Oct. 9
<b>Oct. 30</b>	<b>Nov. 3</b>		
<b>Nov. 13</b>	<b>Nov. 17</b>	Veterans Day (Nov. 11)	Nov. 10
<b>Nov. 27</b>	<b>Dec. 1</b>	Thanksgiving	Nov. 23 & 24
<b>Dec. 8*</b>	<b>Dec. 15</b>	Leonard C. Burch Day (Dec. 10)	Dec. 11
<b>Dec. 22*</b>	<b>Dec. 29</b>	Christmas (Dec. 25)	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](mailto: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)