

# THE CORRIDOR

*Celebrating New Mexico*

The “**New Look**” Demo Book for  
The **Corridor Quarterly** Magazine

2018-2019 Advertising Guide:

**Ad Sizes**

**Ad Rates**

**Circulation**

**Distribution**

[www.TheCorridorOnline.com](http://www.TheCorridorOnline.com)



# A Better Look

**Our new gloss cover** offers more durability and a more sensational first-impression for would-be readers.

**Our new standard magazine format** is found by many to be easier to read.

**Our new trimmed and stapled finish** means we can now offer full-bleed full-page ads - greater impact for your message.

**3 pages of 80# gloss stock** offers higher-quality ad opportunities.

**Hi-brite newsprint inside** (100% recycled and recyclable) keeps your ad looking sharp while keeping ad costs down.

# Longer Shelf Life

**Quarterly presentation of events** means readers will keep The Corridor longer, using it as a handy reference and/or sharing each copy with family and friends.

**Seasonal coverage** anticipates each upcoming season so you have time to reach new and returning customers or clients in time for them to include you in their buying decisions.

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# Greater Acceptance

**Our new standard magazine format** makes The Corridor more accessible in more locations. Copies are more easily placed without requiring a dedicated rack or box, and fewer copies can be placed in more locations, thereby increasing overall distribution.

Many hotel lobbies, waiting areas in business and healthcare offices, visitor and tourist centers, restaurants, etc., will not keep or sometimes even allow standard newsprint publications but will display gloss-cover magazine format publications for future reading by their customers. This means that more people will read each copy of each issue, giving you the greatest chance of reaching new readers.

## Wider Distribution

**Deliver your message across New Mexico**, from Las Cruces to Raton, from Farmington to Carlsbad, while still reaching our same core locations across north central New Mexico.

**Our new wider-ranging distribution** will bring a greater diversity of stories drawing from across the state of New Mexico. We reach out to all areas of our great state to bring our readers interesting, informative and entertaining alternatives to discover and explore - celebrating the people and the land of New Mexico in all of its richness, grace and beauty.

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ACTUAL AD SIZES (MORE ON PAGE 6)

1/2 horizontal

7.25 " w x 4.25" h

1/8 horizontal

3.5 " w

x 2" h

1/6 horizontal

3.5 " w

x 2.75" h

1/3 horizontal

7.25 " w

x 2.75" h

1/4 horizontal

7.25 " w x 2" h





## Ad Size

## Number of Issues under Contract (\$ Cost per issue)

Ad Type	width	height	1	2	3	4
Full Back Page - full bleed (gloss)	8"	10.25"	900	860	840	810
Full Page inside- full bleed (gloss)	8"	10.25"	820	780	750	720
Full page inside - full bleed	8"	10.25"	750	720	690	660
Full page inside	7.25"	9"	700	660	630	600
1/2 horizontal	7.25"	4.25"	400	360	330	300
1/2 vertical	3.5"	9"	400	360	330	300
1/3 horizontal	7.25"	2.75"	300	280	260	240
1/3 vertical	2.25"	9"	300	280	260	240
1/4 horizontal	7.25"	2"	200	185	170	150
1/4 vertical	3.5"	4.25"	200	185	170	150
1/6 horizontal	3.5"	2.75"	150	140	130	120
1/6 vertical	2.25"	4.25"	150	140	130	120
1/8 horizontal	3.5"	2"	120	110	100	90

> To receive the best pricing, ads 1/4 page and smaller must be prepaid at contract signing (ads not under contract must be paid at single-issue rate).

> All ads must be prepaid within 2 weeks of print date or they will not print (unless authorized by publisher).

> We request that all advertising payments be made via cash, debit card, credit card or PayPal. (ACH or checks need to be paid 1 month in advance of printing).

> Installment payments only allowed for full page ads on multi-issue contract.

Installment payments must be auto-pay on debit card or credit card (PayPal payments also accepted).

All ads are full color. Dimensions are actual sizes in inches. Production is included in the price of the ad. If we will be producing your ad please submit TIFF, JPEG or PDF image files plus text with ad spec requirements. We will contact you to complete the production and supply you with a final proof prior to printing. Completed ad files should be in PDF format, 300 DPI, CMYK with fonts embedded. Colors may be subject to adjustment according to our printers' requirements.

### Print Specifications

Magazine Trim Size 8" x 10.25"

Bleed Size .25" bleed top, outside and bottom

Binding Saddle Stitched

Printing Heatset web offset (cover), cold web offset (body pages)

Paper 80# Gloss Cover, 35# Hibrite Newsprint Text

Please contact us with any questions regarding ad production at **(505) 438-9600** or

**advertising@streamlynx.com**. The Corridor Quarterly Magazine is a production of

Streamlynx Communications, 7 Avenida Vista Grande #252, Santa Fe, NM 87508

**FIND US ONLINE at [www.TheCorridorOnline.com](http://www.TheCorridorOnline.com)**



# ACTUAL AD SIZES (MORE ON PAGE 4)

1/2 vertical

3.5" w  
x 9" h

**ACTUAL  
AD  
SIZES**

**ALSO  
FULL  
PAGE  
NO  
BLEED  
(7.25" w  
X 9" h)**

1/4 vertical

3.5" w  
x 4.25" h

**AND  
FULL  
PAGE  
FULL  
BLEED  
(8" w  
X 10.25" h)**

1/3  
vertical

2.25" w  
x 9" h

1/6  
vertical

2.25" w  
x 4.25" h





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SAMPLE  
FULL PAGE  
FULL-BLEED  
GLOSS AD

**2.99%  
Financing  
Now  
Available**

**Tax  
Credit  
30%  
Off**

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**Off-grid, Grid-tie and  
Grid-tie with battery backup**

**The New Mexico Solar & Battery Authority !**



# THE CORRIDOR

*Celebrating New Mexico*

The **"New Look" Demo Book** for  
The **Corridor Quarterly** Magazine

**WINTER EDITION**

November-December-January

**SPRING EDITION**

February-March-April

**SUMMER EDITION**

May-June-July

**FALL EDITION**

August-September-October

Produced by Streamlynx Communications

Marc-Paul LaRouche - Editor / Publisher

7 Avenida Vista Grande #252

Santa Fe, NM 87508

SALES (505) 438-9600

EDITORIAL (505) 913-9652

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