



# TRI-CITY TRIBUNE

Look For

Majestic Living, an upscale glossy quarterly magazine that puts the spotlight on life in the Four Corners.

# Extra, Extra!

## Majestic Media starts weekly paper

TRI-CITY TRIBUNE

The goal, the very nature of journalism, is to take information and opinion and make it more valuable by putting it in context, connecting the dots, telling the stories.

This is what the Tri-City Tribune is all about.

Rather than reporting on what has happened in the county, state, nation or the world, we will examine how these decisions, actions, triumphs, missteps, wins and losses will affect you, your family and our community.

Our news coverage will focus on taking these events and tailoring them to the local cities and neighborhoods and the people who live here.

Each day, each of us go about our separate lives, but what we don't realize is how much we all have in common. We are all part of this community and we have many more similarities than differences.

These are the things we want to tell stories about. We'd love to be able to tell you that the reports will always be positive, but that is not how life works.

We will be relying on the experts in our own community to help us put these reports into context for our readers.

We want our community to know that what's important to them is also important to their neighbors and to us.

Technology and the economy has forced some changes in how news is delivered, but it will continue to be delivered because its so valuable.

With the technology we have at hand, Majestic Media can deliver local news to you as daily



See the story of Natalie Koehn, director of the Sycamore Park Community Center in the August 2010 issue of Majestic Living magazine. - Tony Bennett/Majestic Living Magazine

updates on our Web page, on our electronic billboards and soon to your cell phone.

All these outlets will converge on October 1, 2010 when our

free, full color community paper is delivered to your door each Friday.

We'll have stories and features on sports, lifestyles and business,

and your participation in crucial.

Our opinion pages will be a place for us to share our insight as well as a place for you to voice your opinions. Our online

forum and letters to the editor will give you a platform to share your insight.

But not everyone who reads a newspaper is a politician or a high-powered businessman.

We will make it easy for you to send us meeting announcements and news about your life and your community.

Most people's concerns are ordinary concerns about their lives — what the kids are doing, the school plays, the rummage sales — that will also be a large part of our paper.

Unlike large corporations or national news agencies that serve a wide audience, community journalism serves a narrow population — the local community. And it is those people who depend on it.

Our goal is empowerment news gathering. We want to make sure you find something each week that helps you make decisions in your life, gets you to a meeting on time or helps you decide what to do with your weekend off.

Our format will be casual with some new technology for those who prefer their news on the go.

We want information that not only helps us tell the story more clearly, but also allows everyone in the community to make sense of what is happening around them, to see that they are not powerless to do something about community problems, and that their voices matter.

Everyone at the Tri-City Tribune lives and works in this community. We are just as interested and vested in what happens here as our readers.

With your help, we will be bringing you information that will be a weekly reminder of why we call this area our home.

### Coming Soon

Look for the first issue of the Tri-City Tribune on your doorstep on Friday, Oct. 1

### Inside

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### Majestic Media Products

Digital Billboards

**FreeEasyCoupons.com**

**FOUR CORNERS SPORTS.TV**

VIDEO HIGHLIGHTS OF FOUR CORNERS AREA SPORTS



**\$279**

**Page 1 Banner Ad**

**6x1.5 Full Color**

TRI-CITY TRIBUNE seven-day forecast

FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
<b>94/56</b>	<b>94/56</b>	<b>94/56</b>	<b>94/56</b>	<b>94/56</b>	<b>94/56</b>	<b>94/56</b>
Some sun, a t-storm in the p.m.	Some sun, a t-storm in the p.m.	Some sun, a t-storm in the p.m.	Some sun, a t-storm in the p.m.	Some sun, a t-storm in the p.m.	Some sun, a t-storm in the p.m.	Some sun, a t-storm in the p.m.
<b>Rise</b> 6:01 a.m. <b>Set</b> 8:35 p.m.	<b>Rise</b> 6:01 a.m. <b>Set</b> 8:35 p.m.	<b>Rise</b> 6:01 a.m. <b>Set</b> 8:35 p.m.	<b>Rise</b> 6:01 a.m. <b>Set</b> 8:35 p.m.	<b>Rise</b> 6:01 a.m. <b>Set</b> 8:35 p.m.	<b>Rise</b> 6:01 a.m. <b>Set</b> 8:35 p.m.	<b>Rise</b> 6:01 a.m. <b>Set</b> 8:35 p.m.

**Weather Sponsor ad - 6x1 Full Color**

Color					
<b>Open Rate</b>	<b>4x</b>	<b>8x</b>	<b>13x</b>	<b>26x</b>	<b>52x</b>
\$199	\$189	\$179	\$169	\$159	\$149

**The New York Times**

**\$39 a week**

**SPONSORSHIP SUNDAY CROSSWORD PUZZLE**

*Brought to you by*

**52 week Business Program**

Sign up for a 52 week annual contract for any full color ad (business card size or larger) and receive a profile on your business in the business section

**One Page Advertorial Program**

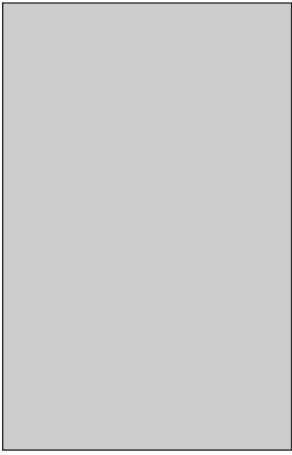
Business story and picture & 1/2 page full color ad in the business section **\$1649**

*Free paper readers are middle and upper middle class Americans.*

— Association of Free Community Papers, [www.afcp.org](http://www.afcp.org) (Circulation Verification Council)

**Page 2 Full Page Ad 10 x 16 - Full Color**

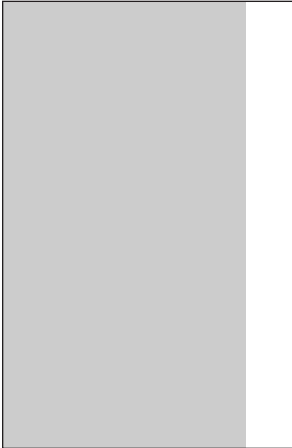
<b>Open Rate</b>	<b>4x</b>	<b>8x</b>
\$1649	\$1489	\$1389
<b>13x</b>	<b>26x</b>	<b>52x</b>
\$1319	\$1239	\$1149



**Full Page**  
10 x 16

Black & White						
Open Rate	4x	8x	13x	26x	52x	
\$1190	\$1050	\$999	\$949	\$899	\$825	

Color						
Open Rate	4x	8x	13x	26x	52x	
\$1549	\$1399	\$1299	\$1249	\$1149	\$1049	



**3/4 Vertical**  
8.306 x 16

Black & White						
Open Rate	4x	8x	13x	26x	52x	
\$992	\$893	\$833	\$793	\$744	\$694	

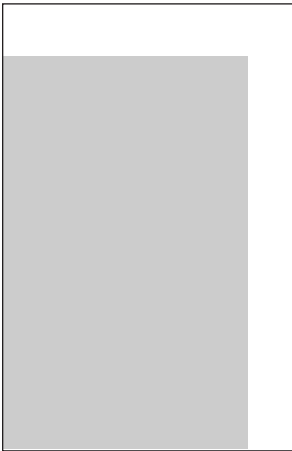
Color						
Open Rate	4x	8x	13x	26x	52x	
\$1399	\$1259	\$1179	\$1119	\$1049	\$979	



**3/4 Horizontal**  
10 x 13.25

Black & White						
Open Rate	4x	8x	13x	26x	52x	
\$992	\$893	\$833	\$793	\$744	\$694	

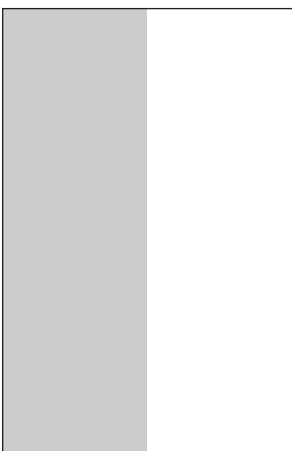
Color						
Open Rate	4x	8x	13x	26x	52x	
\$1399	\$1259	\$1179	\$1119	\$1049	\$979	



**Mini Page**  
8.306 x 13.25

Black & White						
Open Rate	4x	8x	13x	26x	52x	
\$860	\$775	\$725	\$689	\$645	\$599	

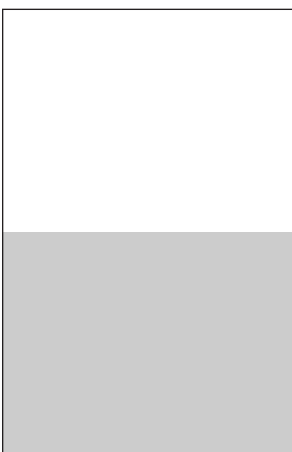
Color						
Open Rate	4x	8x	13x	26x	52x	
\$1159	\$1049	\$989	\$929	\$869	\$799	



**1/2 Vertical**  
4.917 x 16

Black & White						
Open Rate	4x	8x	13x	26x	52x	
\$649	\$585	\$545	\$519	\$489	\$450	

Color						
Open Rate	4x	8x	13x	26x	52x	
\$939	\$849	\$789	\$759	\$699	\$649	



**1/2 Horizontal**  
10 x 8

Black & White						
Open Rate	4x	8x	13x	26x	52x	
\$649	\$585	\$545	\$519	\$489	\$450	

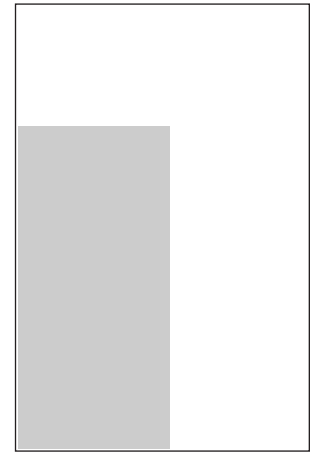
Color						
Open Rate	4x	8x	13x	26x	52x	
\$939	\$849	\$789	\$759	\$699	\$649	

**Let us know!**

What would you like to see in a weekly community newspaper?

[editor@tricitytribuneusa.com](mailto:editor@tricitytribuneusa.com)

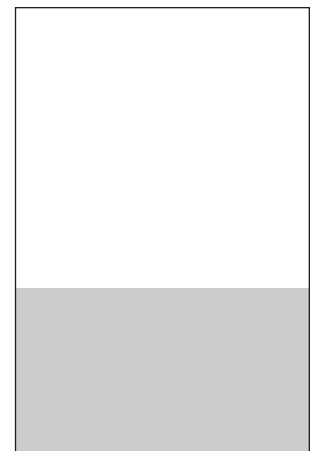
**1/3 Vertical**  
4.917 x 10.5



Black & White	
Open Rate	4x
\$425	\$379
<b>8x</b>	<b>13x</b>
\$359	\$339
<b>26x</b>	<b>52x</b>
\$319	\$299

Color	
Open Rate	4x
\$619	\$559
<b>8x</b>	<b>13x</b>
\$519	\$499
<b>26x</b>	<b>52x</b>
\$469	\$429

**1/3 Horizontal**  
10 x 5.25



Black & White	
Open Rate	4x
\$425	\$379
<b>8x</b>	<b>13x</b>
\$359	\$339
<b>26x</b>	<b>52x</b>
\$319	\$299

Color	
Open Rate	4x
\$619	\$559
<b>8x</b>	<b>13x</b>
\$519	\$499
<b>26x</b>	<b>52x</b>
\$469	\$429

**1/6 Horizontal  
6.611 x 4**

**Black & White**

<u>Open Rate</u>	<u>4x</u>	<u>8x</u>	<u>13x</u>	<u>26x</u>	<u>52x</u>
\$229	\$209	\$199	\$189	\$179	\$159

**Color**

<u>Open Rate</u>	<u>4x</u>	<u>8x</u>	<u>13x</u>	<u>26x</u>	<u>52x</u>
\$349	\$319	\$299	\$279	\$259	\$249

**ACTUAL AD SIZES**

**Black & White - Business Card**

<u>Open Rate</u>	<u>4x</u>
\$66	\$59
<u>8x</u>	<u>13x</u>
\$55	\$52
<u>26x</u>	<u>52x</u>
\$49	\$46

**Color - Business Card**

<u>Open Rate</u>	<u>4x</u>
\$109	\$99
<u>8x</u>	<u>13x</u>
\$93	\$89
<u>26x</u>	<u>52x</u>
\$82	\$76

**Business Card  
2.333 x 2**

**1/4 Standard  
6.611 x 6**

**Black & White**

<u>Open Rate</u>	<u>4x</u>	<u>8x</u>	<u>13x</u>	<u>26x</u>	<u>52x</u>
\$349	\$319	\$299	\$279	\$259	\$239

**Color**

<u>Open Rate</u>	<u>4x</u>	<u>8x</u>	<u>13x</u>	<u>26x</u>	<u>52x</u>
\$529	\$479	\$449	\$429	\$399	\$369

**1/8 Vertical  
3.222 x 6**

**Black & White**

<u>Open Rate</u>	<u>4x</u>
\$189	\$169
<u>8x</u>	<u>13x</u>
\$159	\$149
<u>26x</u>	<u>52x</u>
\$139	\$129

**Color**

<u>Open Rate</u>	<u>4x</u>
\$299	\$269
<u>8x</u>	<u>13x</u>
\$259	\$239
<u>26x</u>	<u>52x</u>
\$229	\$199

*Free paper circulation is growing, rather than falling like paid newspapers.*

— Association of Free Community Papers, [www.afcp.org](http://www.afcp.org)  
(Circulation Verification Council)

**1/4 Horizontal  
10 x 4**

**Black & White**

<u>Open Rate</u>	<u>4x</u>	<u>8x</u>	<u>13x</u>	<u>26x</u>	<u>52x</u>
\$349	\$319	\$299	\$279	\$259	\$239

**Color**

<u>Open Rate</u>	<u>4x</u>	<u>8x</u>	<u>13x</u>	<u>26x</u>	<u>52x</u>
\$529	\$479	\$449	\$429	\$399	\$369

**1/16 Horizontal 4.917 x 2**

**Black & White - 1/16 Horizontal**

<b>Open Rate</b>	<b>4x</b>	<b>8x</b>	<b>13x</b>	<b>26x</b>	<b>52x</b>
\$99	\$89	\$85	\$79	\$75	\$69

**Color - 1/16 Horizontal**

<b>Open Rate</b>	<b>4x</b>	<b>8x</b>	<b>13x</b>	<b>26x</b>	<b>52x</b>
\$159	\$149	\$139	\$129	\$119	\$109

**1/12 Horizontal 4.917 x 2.5**

**Black & White - 1/12 Horizontal**

<b>Open Rate</b>	<b>4x</b>	<b>8x</b>	<b>13x</b>	<b>26x</b>	<b>52x</b>
\$119	\$109	\$99	\$95	\$89	\$85

**Color - 1/12 Horizontal**

<b>Open Rate</b>	<b>4x</b>	<b>8x</b>	<b>13x</b>	<b>26x</b>	<b>52x</b>
\$189	\$169	\$159	\$149	\$139	\$129

**1/8 Horizontal 4.917 x 4**

**Black & White**

<b>Open Rate</b>	<b>4x</b>	<b>8x</b>
\$189	\$169	\$159
<b>13x</b>	<b>26x</b>	<b>52x</b>
\$149	\$139	\$129

**Color**

<b>Open Rate</b>	<b>4x</b>	<b>8x</b>
\$299	\$269	\$259
<b>13x</b>	<b>26x</b>	<b>52x</b>
\$239	\$229	\$199

**1/6 4.917 x 5.25**

**Black & White**

<b>Open Rate</b>	<b>4x</b>	<b>8x</b>
\$229	\$209	\$199
<b>13x</b>	<b>26x</b>	<b>52x</b>
\$189	\$179	\$159

**Color**

<b>Open Rate</b>	<b>4x</b>	<b>8x</b>
\$349	\$319	\$299
<b>13x</b>	<b>26x</b>	<b>52x</b>
\$279	\$259	\$249

**1/12 Vertical 2.333 x 3.75**

**Black & White**

<b>Open Rate</b>	<b>4x</b>
\$119	\$109
<b>8x</b>	<b>13x</b>
\$99	\$95
<b>26x</b>	<b>52x</b>
\$89	\$85

**Color**

<b>Open Rate</b>	<b>4x</b>
\$189	\$169
<b>8x</b>	<b>13x</b>
\$159	\$149
<b>26x</b>	<b>52x</b>
\$139	\$129

**TRI-CITY TRIBUNE**

partners with local community athletic organizers to cover all league sports for all ages.

**ACTUAL AD SIZES**

**1/4 Vertical 4.917 x 8**

**Black & White**

<b>Open Rate</b>	<b>4x</b>	<b>8x</b>
\$349	\$319	\$299
<b>13x</b>	<b>26x</b>	<b>52x</b>
\$279	\$259	\$239

**Color**

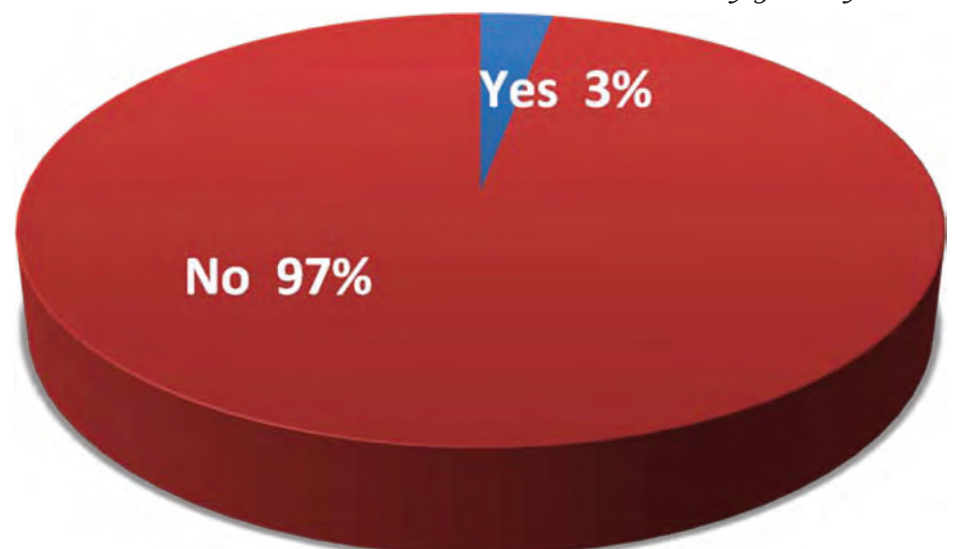
<b>Open Rate</b>	<b>4x</b>	<b>8x</b>
\$529	\$479	\$449
<b>13x</b>	<b>26x</b>	<b>52x</b>
\$429	\$399	\$369

Local news remains most important focus for 9 out of 10 adults.

— The Suburban Market Study, January 2010

Being a free product does not diminish reader's feeling about quality

— The Suburban Market Study, January 2010



# Tower Ads

**ACTUAL  
AD  
SIZES**

Black & White - Tower						
Open Rate	4x	8x	13x	26x	52x	
\$229	\$209	\$199	\$189	\$179	\$159	

Color - Tower						
Open Rate	4x	8x	13x	26x	52x	
\$349	\$319	\$299	\$279	\$259	\$249	

Black & White - 3/4 Tower						
Open Rate	4x	8x	13x	26x	52x	
\$189	\$169	\$159	\$149	\$139	\$129	

Color - 3/4 Tower						
Open Rate	4x	8x	13x	26x	52x	
\$299	\$269	\$259	\$239	\$229	\$199	

Black & White - 1/2 Tower						
Open Rate	4x	8x	13x	26x	52x	
\$129	\$119	\$109	\$103	\$97	\$89	

Color - 1/2 Tower						
Open Rate	4x	8x	13x	26x	52x	
\$199	\$179	\$169	\$159	\$149	\$139	

Black & White - 1/4 Tower						
Open Rate	4x	8x	13x	26x	52x	
\$66	\$59	\$55	\$52	\$49	\$46	

Color - 1/4 Tower						
Open Rate	4x	8x	13x	26x	52x	
\$109	\$99	\$93	\$89	\$82	\$76	

Black & White - 1/8 Tower			
Open Rate	4x	8x	
\$33	\$30	\$28	
13x	26x	52x	
\$26	\$24	\$22	

Color - 1/8 Tower			
Open Rate	4x	8x	
\$59	\$53	\$49	
13x	26x	52x	
\$47	\$45	\$39	

**Tower  
1.528 x 16**

**3/4 Tower  
1.528 x 12**

**1/2 Tower  
1.528 x 8**

**1/4 Tower  
1.528 x 4**

**1/8 Tower  
1.528 x 2**

**ENJOY  
Full Color  
on  
every page!**

# Tri-City Tribune Sections

## M SPORTS

TRI-CITY TRIBUNE

FRIDAY, OCTOBER 1, 2010

B

Covering all sports from children youth leagues to high school.

- Calendar
- A Sporting View by Mark Vasto
- Play Better Golf with Jack Nicklaus (infographic)
- NASCAR
- University of NM Lobo and New Mexico State Aggie Athletics
- Outdoors
- Ski Reports

## M LIFE AND LEISURE

TRI-CITY TRIBUNE

FRIDAY, OCTOBER 1, 2010

C

- Food page
- Pets of the Week -Farmington & Aztec Animal Shelters
- Paw's Corner by Sam Mazzotta
- Social Column
- Health & Wellness
- Now here's a Tip by Jo Ann Derson
- On the Edge by Baxter Black

## M ARTS AND ENTERTAINMENT


TRI-CITY TRIBUNE

FRIDAY, OCTOBER 1, 2010

D

- Feature Story
- Movie Review
- Horoscopes
- Calendar
- Word Games & Puzzles
- DVD Previews
- Book Review
- Library Events
- Mystery Spot Contest

*The New York Times*  
SUNDAY CROSSWORD PUZZLE



Section Front Banner Ad  
6x1.5 Full Color

### Inside

#### Local

- Calendar of Events
- Municipal Meetings
- Feature stories
- Profiles
- News Analysis
- Once a Month
  - Aztec Page
  - Bloomfield Page
  - Kirtland/Shiprock Page
- Court Records
- Snapshots
  - Reader submitted photos

#### Opinion

- Letters to editor
- Editorial Cartoons
- Columnists
- Polls
- On the Street Question
- (Ask a Question) by Scott Michlin

#### Education

- Teen's Page
- San Juan College information
- School Briefs

#### Transitions

- Engagements
- Weddings
- Anniversaries
- Obituaries
  - FREE up to 100 words (approx. 27 lines)
  - includes 1 col. x 2" photo
  - .50¢ per line for each additional line

#### Seniors

- Calendar
- Column
- Senior News Line by Matilda Charles
- To Your Good Health by Paul G. Donohue, M.D.

#### Business

- People on the Move
- On the Agenda - business meetings
- Chamber
- Young Professionals
- Lowdown on Downtown
- Dollars and Sense by David Uffington

#### Worship

- Calendar
- Briefs

#### Classifieds

- Classified liners
  - \$12 for the first 25 words
  - each additional word .30¢

# Section Back Full Page Ad 10 x 16 - Full Color

<b><u>Open Rate</u></b>	<b><u>4x</u></b>	<b><u>8x</u></b>
\$1599	\$1489	\$1389
<b><u>13x</u></b>	<b><u>26x</u></b>	<b><u>52x</u></b>
\$1289	\$1199	\$1099



Bringing a media revolution to life!  
505-516-1230 Mobile: 505-330-3856  
Fax: 505-516-1231

**Don Vaughan**

**PRESIDENT**

2604 E. Main St. don@majesticmediausa.com  
Farmington, NM 87401 www.majesticmediausa.com



Bringing a media revolution to life!  
505-516-1230 Mobile: 505-215-4559  
Fax: 505-516-1231

**Shelly Acosta**

**CIRCULATION MANAGER  
ACCOUNT EXECUTIVE**

2604 E. Main St. shelly@majesticmediausa.com  
Farmington, NM 87401 www.majesticmediausa.com



Bringing a media revolution to life!  
505-516-1230 Mobile: 505-320-7827  
Fax: 505-516-1231

**Teia Camacho**

**ACCOUNT EXECUTIVE**

2604 E. Main St. teia@majesticmediausa.com  
Farmington, NM 87401 www.majesticmediausa.com



Bringing a media revolution to life!  
505-516-1230 Mobile: 505-860-2582  
Fax: 505-516-1231

**Jeanene Valdes**

**ACCOUNT EXECUTIVE**

2604 E. Main St. jeanene@majesticmediausa.com  
Farmington, NM 87401 www.majesticmediausa.com



Bringing a media revolution to life!  
505-516-1230 Mobile: 505-486-6046  
Fax: 505-516-1231

**DeYan Valdez**

**ACCOUNT EXECUTIVE**

2604 E. Main St. deyan@majesticmediausa.com  
Farmington, NM 87401 www.majesticmediausa.com

**Let us know!**

**What would you like to see in a weekly community newspaper?**

**editor@tricitytribuneusa.com**

# Covering the San Juan Basin!

20,000 copies printed

- 15,000 • Total Home Delivery
- 12,000 • Farmington Delivery
- 1,250 • Aztec Delivery
- 1,250 • Bloomfield Delivery
- 500 • Kirtland Delivery

5,000 distributed in 100 racks around the San Juan Basin



**TRI-CITY  
TRIBUNE**