

# Roswell NOW

This Chaves County-centric magazine will deliver content that readily serves our membership, and our membership serves Chaves County. It will include cultural commentary, share tips, and how-tos, inspire community cohesiveness through business, people, places, and food. We deliver a captive audience of local Chaves County residents with our direct mail approach to all households. They live here; others travel here. We are a unique and diverse community. Our mission is to inspire you to explore and reacquaint yourselves with Chaves, New Mexico, through real-life experiences from our residents, diverse businesses, places to visit, and culture. The heartbeat of our community.

Join us on our journey as we bring Chaves County to your doorstep.



## 2022 Issues

### February 2022

Roswell's Hidden Treasures  
Assets for Incomplete Ads & Contracts Due: January 28<sup>th</sup>  
Artwork Due: February 3<sup>rd</sup>

### May 2022

Extroirdinary Local and Roswell Summer Activities  
Assets for Incomplete Ads & Contracts Due: April 22<sup>nd</sup>  
Artwork Due: April 29<sup>th</sup>

### August 2022

Assets for Incomplete Ads & Contracts Due: July 15<sup>th</sup>  
Artwork Due: July 22<sup>nd</sup>

### November 2022

Holiday Issue  
Assets for Incomplete Ads & Contracts Due: October 14<sup>th</sup>  
Artwork Due: October 21<sup>st</sup>



## Ad Sizes and Specifications

<b>Center Spread</b> 		<b>Full Page</b> 	<b>2/3</b> 
16.75 x 10.875 in. trim 16.875 x 11 in. bleed		8.3 x 10.8 in 8.5 x 11 in. for bleed	4.9 x 9.8 in
<b>1/2 V</b> 	<b>1/2 H</b> 	<b>1/3 Square</b> 	<b>1/3 V</b> 
3.6 x 9.8 in	7.3 x 4.9 in	4.9 x 4.9 in	2.4 x 9.8 in
<b>1/6</b> 	Roswell Now <b>Business Hub</b> 		
2.4 x 4.9 in	3.65 x 2.00 in 3.65 x 3.30 in		



## File Submission

### Digital File Submission

- We accept JPEG, PDF, TIFF, and GIF files.
- Web optimized files are required.
- Artwork must be 300 ppi at final size.
- All element colors must be CMYK or Grayscale.
- File size can be a maximum of 60 KB.
- Provide website address if linked.

### PDF/X-1A Files:

- All fonts and images must be embedded.
- PDF files must be generated using Creative Suite or Adobe Distiller. If necessary, the file will be converted to a TIFF to ensure proper output.

### Photoshop Creative Suite TIFF Files:

- All layers must be flattened.

### Assets for incomplete ads

- We accept JPEG, PDF, PNG, TIFF, and GIF files for assets for incomplete ads.

### Submitting Artwork:

- Image files should be emailed as an attachment to madeline@roswellnm.org or liz@roswellnm.org.

Roswell Now Magazine will not be responsible for any issue regarding image quality due to the submission of low-resolution images or files submitted in formats other than PDF/X-1A or Photoshop TIFF.

## Rates

Effective January 2022

General Print Rates	1x	2x	3x	4x
Spread	\$4,020	\$3,620	\$3,415	\$3,226
Full Page	\$2,285	\$2,060	\$1,945	\$1,830
2/3 Page	\$1,885	\$1,700	\$1,605	\$1,515
1/2 Page	\$1,460	\$1,315	\$1,245	\$1,175
1/3 Page	\$955	\$865	\$810	\$765
1/6 Page	\$530	\$475	\$450	\$425
Business Hub				
3.65 x 3.30 in.	\$360	\$335	\$320	\$310
3.65 x 2.00 in.	\$260	\$235	\$220	\$210
Back Cover Inside		Additional 10%		
Front Cover Inside		Additional 10%		
Back Cover		Additional 15%		

Chamber members will receive an additional 10% off all open and contracted rates.

## Contact:

### Andrea Moore

President | Editor in Chief  
chairwoman@roswellnm.org  
(575) 623-5695 Ext. 101

### Madeline Jones

Managing Editor  
madeline@roswellnm.org  
(575) 623-5695 Ext. 109

### Liz Taylor

Special Projects Director  
liz@roswellnm.org  
(575) 623-5695 Ext. 103

### Kyle Whitefoot

Marketing/Membership  
kyle@roswellnm.org  
(575) 623-5695 Ext. 102

Ads may appear on a left or right hand page and may be grouped with other advertisements.

For a guaranteed position add 10% (subject to availability).

**Cancellations:** Contracts canceled after the space closing deadline will require full ad payment. Short rates will apply to all canceled frequency contracts. See Complete rules and regulations on the insertion order.

**Roswell Now Magazine reserves the right to:**

1. Review or request changes to any advertisement.
2. Accept, retract, or reject any advertisement submitted for placement at our sole discretion, whether on the basis of content, advertising format, targeting criteria, or for any other reason.
3. Review any advertisement to determine its appropriateness for Roswell Now Magazine.



ROSWELL CHAMBER OF COMMERCE