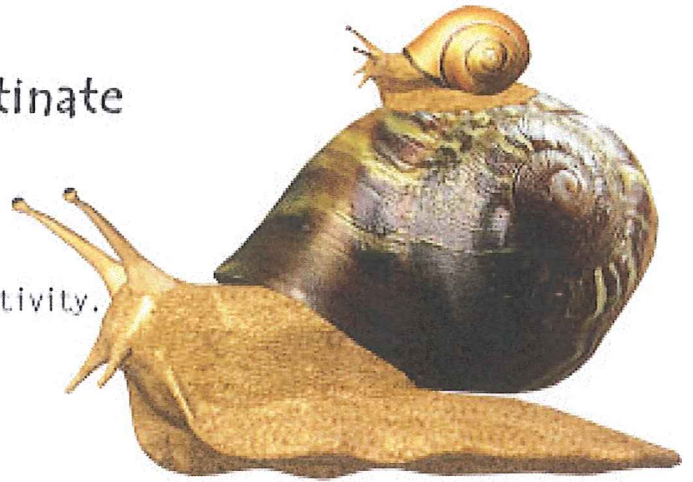


You may delay, but time will not. ~Benjamin Franklin

## The Top Five Reasons We Procrastinate

1. We fear the outcome.
2. We aren't really committed.
3. We aren't sufficiently informed.
4. We don't place a high enough priority on the activity.
5. We just plain don't want to.



## The Top Five Reasons to Reserve Space **NOW** in the 2012 City Directory

1. No need to fear the outcome. You get robust visibility in a quality publication.
2. Affordable rates make it easy to commit.
3. Information is readily available on the following page.
4. Time is short!
5. We're here to help - especially if you just plain don't want to.

**Procrastinate No More!**

Reserve your space by 5 p.m.  
Tuesday, December 27

Call today: 505.400.3150  
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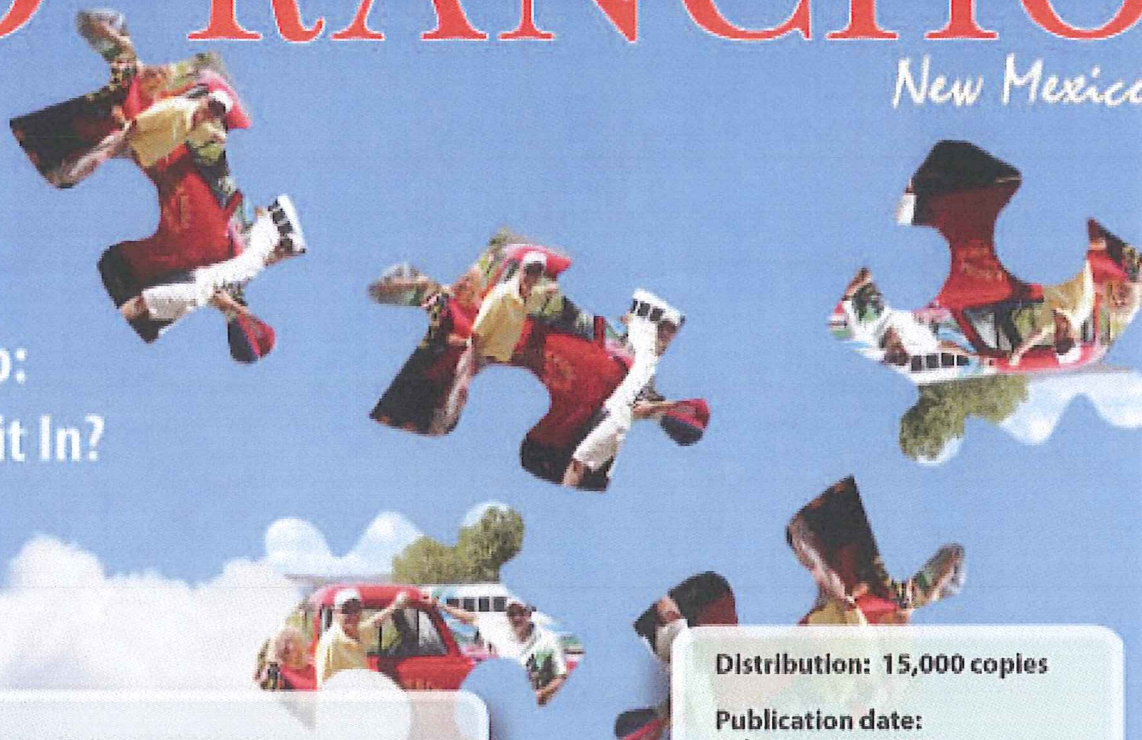


# RIO RANCHO

2012 City Directory

New Mexico

Life, Growth  
and Partnership:  
Where Do You Fit In?



## 2012 PROGRAM FEATURES

### It's a keeper

Reader-friendly organization meets useful local information PLUS directory- style local business listings.

### It's a page-turner on the web

Powerful, state-of-the-art technology places the 2012 Directory on the worldwide web as a virtual, searchable magazine, available for mobile and tablet devices, too. Direct links to your website and/or e-mail address are also available - ask us how!

### It's affordable

Ad rates include full color, and begin at \$330 for an eighth-page.

Distribution: 15,000 copies

Publication date:  
February 24, 2012

Camera ready art due:  
Monday, January 9, 2012

Preferred format:  
PDF to size  
Scanned images at 300 dpi



Life, Growth, Partnership. 1980 - 2010.

For more information:

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## 2012 ADVERTISING RATES

		Reserve by August 31	Reserve by October 29	Reserve by December 30
Full page	7.25" x 10.0"	\$1,300	\$1,365	\$1,435
Half page	7.25" x 5.0"	745	780	820
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Quarter page	3.5" x 5.0"	395	415	435
Eighth page	3.5" x 2.4375"	300	315	330

Rates Effective July 1, 2011



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