



El Paso Scene at a Glance

Who We Are

El Paso Scene was founded in 1993 as a monthly community newspaper dedicated to upcoming cultural and recreational events. El Paso Scene has been published on schedule every month since its first issue.

The first edition of El Paso Scene was the September 1993 issue. That first issue had just 16 pages and eight ads, and 10,000 copies were published. The Scene now averages 60 pages, well over 120 advertisers and publishes about 40,000 copies each month.

Each issue is dedicated to upcoming events in El Paso and the surrounding region. We cover a variety of events and attractions, from rock concerts and street festivals to chamber music and art openings. Each issue also offers a major feature story and a variety of columnists.

Advertising

As a free publication, El Paso Scene derives nearly all its revenue from paid advertising. We aim the publication at El Pasoans and other residents of the region who want to make the most of their time and money by seeking the best possible entertainment, recreation and shopping opportunities. We have designed the publication to be of maximum value to our advertisers, who appreciate its upscale readership, monthlong shelf life and repeat/multiple readership of each copy of the Scene. By minimizing overhead and keeping all funds here in El Paso, our advertising costs are by far the best value in the region. Full information on El Paso Scene advertising is provided at www.epscene.com/adrates.html.

Distribution

The Scene is distributed at nearly 200 locations throughout El Paso, Las Cruces, Juárez and the surrounding region. Our pick-up rate is an astonishing 98 percent. Our rack locations include all the Village Inn Restaurants in El Paso and Las Cruces, Walgreens Drugstores, Sam's Club, Sun Harvest, Furr's Cafeteria, Andre's Pizza, Rancher's Grill, Casa Jurado, Leo's, Avila's and other stores and restaurants. The Scene is also distributed at the El Paso Convention Center, El Paso International Airport and various tourist information centers throughout the region.

Other publications and special events

El Paso Scene also publishes El Paso Scene Weekly, a weekly email newsletter. The newsletter features a digest of that week's events.

El Paso Scene Online (www.epscene.com) also features weekly digests of events, monthly listings, plus an annual calendar.

Annual publications include the Performing Arts Guide published in late August and Summer Fun Guide in mid-May.

El Paso Scene sponsors a variety of events during the year, including tours to the Spencer Theater and regional attractions co-sponsored by Sí! El Paso Tours (915-541-1308), concerts by Showtime El Paso (915-544-2022), a month-long series of events in October called Celebration of Our Mountains, a photo contest each summer and more.

Staff and associates of El Paso Scene

Randy Limbird, Editor and Publisher
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**Albert Martinez, Advertising Director
and Circulation Manager**
(915) 920-7244; or call (915) 542-1422 ext. 3

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How to reach us

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Website: www.epscene.com

Email: epscene@epscene.com

Mailing address

P.O. Box 13615, El Paso TX 79913

Office address

316 Arboles Dr. El Paso TX 79932

(Take Doniphan north from Mesa to Lindbergh, turn west and go 1/4 mile to Mora, turn north and go one block to Arboles. Our office is in the residence at the corner of Mora and Arboles.)

El Paso Scene Advertising Sizes

**FULL
PAGE**

10.25" x 12.75"

**3/4
PAGE**

(3-column)

7.5" x 12.75"

**3/4
PAGE**

(4-column)

10.25" x 9.5"

**1/2
PAGE**

(horizontal)

10.25" x 6.25"

**1/2
PAGE**

(vertical)

5" x 12.75"

**1/2
PAGE**

(3-column)

7.5" x 8.5"

**1/4
PAGE**

(standard)

5" x 6.25"

**1/4
PAGE**

(horizontal)

10.25" x 3"

**1/4
PAGE**

(1-column
vertical)

2.45" x 12.75"

**1/4
PAGE**

(3-column)

7.5" x 4"

**1/5
PAGE**

5" x 5"

**1/6
PAGE**

5" x 4"

**1/8
PAGE**

(horizontal)

5" x 3"

**1/8
PAGE**

(vertical)

2.45" x 6.25"

**1/12
PAGE**

(horizontal)

5" x 2"

**1/12
PAGE**

(vertical)

2.45" x 4"

El Paso Scene uses a four-column, short tab format, which means most of our ad sizes are not the same as other newspapers. We use this format because it allows ads and news to be perfectly balanced, and maximizes the visibility of each individual ad.

Shown here are our ad sizes in various formats. Variations on these sizes may be used if approved in advance by the publisher. In general, all ads must conform to standard column width (2.45 inches for one column, 5 inches for two columns, 7.5 inches for three columns and 10.25 for four columns). The dimensions of the horizontal and vertical sizes are **not** reversible (for example, a 5"x3" horizontal ad cannot run as a 3"x5" vertical ad — it would have to be re-sized to 2.45"x6.25" to fit a one-column format).

What size is right for you? Obviously, larger ads create a bigger impression. One-time events typically require at least a quarter-page and often up to a full page to get the maximum exposure desired. Smaller ads may best suit the needs and budget for repetitive advertising. The more words and graphics that are used in an ad, the larger the space required to make an attractive presentation.

The best way to decide what ad size is right for you is to look through a copy of the Scene and decide which ads are most comparable to what you have in mind.

You are not locked into a particular ad size even if you are receiving a contract rate. You can go from a horizontal to a vertical format of the same size ad and the same rate will apply. You can also increase or decrease the size of your ad and the appropriate frequency discount will still apply (such as a 3-time, 6-time or 12-time rate).

El Paso Scene Monthly Advertising Rates

(frequency discounts based on annual contract) Rates subject to change as circulation increases.

Size	Open Rate	3x annual	6x annual	12x annual
Full Page	\$975	\$835	\$700	\$640
Half Page	\$615	\$530	\$460	\$410
Quarter Page	\$360	\$305	\$265	\$235
Fifth Page	\$310	\$260	\$230	\$205
Sixth Page	\$260	\$220	\$190	\$175
Eighth Page	\$215	\$185	\$155	\$145
1/12 Page	\$145	\$125	\$105	\$100

EACH PRICE LISTED ABOVE IS FOR ONE MONTH'S ADVERTISING

Open Rate is the non-contract rate and always applies to the first and second ad placed during the same 12-month period by a non-contract advertiser.

Non-contract advertisers are entitled to a frequency discount once they have run three times, six times or 12 times during a 12-month period. The frequency discount cannot be applied to past ads. For example, a non-contract advertiser will pay open rate for the first and second ad, then is eligible for the 3-time rate for the third, fourth and fifth ad placed during a year. If a sixth ad is placed, then the six-time rate would apply for that ad and subsequent ads.

A **signed advertising contract** is required to receive frequency discounts in advance.

Other charges & discounts

Premium Placement

Additional charges for special placement requests

Front half of paper	10%
Right hand page	10%
Outside corner	10%
Other placement	10%
Inside back cover**	15%
Inside front cover**	20%
Page 3*	20%
Back cover**	25%

* Horizontal half page only

** Plus color charges. Half page minimum.

Charges are cumulative. For example, the premium placement charge for top right, front half of paper would be 30%. Premium placement is subject to availability. Not all placements are possible for all size ads. Every effort will be made to accommodate placement requests. If conflicts arise, preference will be given to larger ads, and to standard 2- and 4-column wide sizes.

Color Charges: 30% extra for color ads, minimum of \$80 per ad (regardless of size). Must be submitted on electronic media. Subject to availability.

Production Charges: Minimum charges for building a new ad are \$20 for 1/12 and 1/8 page ads, \$30 for 1/6, 1/5 and 1/4 page ads, and \$40 for ads larger than 1/4 page. A change fee of \$10 is charged for revising a previously run ad. This fee applies whenever additional typesetting, scanning or graphic/photo placement is required.

Agency Commissions: 15% to recognized agencies. Ads must be camera-ready.

Non-Profit Discount: 20% to recognized non-profit institutions. Ad must be camera-ready. Cannot be combined with other discounts.



NEWS & ADVERTISING DEADLINES

Our news deadline is the 3rd Monday of the month for the next month's issue.

The deadline for camera-ready ads is the Wednesday following the news deadline.

If you need advertising design services, please submit your request by the Wednesday before the news deadline.

2009-2010 Deadlines

September 2009 issue: News by Aug. 17. Camera-Ready Ads by Aug. 19. Issue comes out Aug. 26.

October 2009 issue: News by Sept. 21. Camera-Ready Ads by Sept. 23. Issue comes out Sept. 30.

November 2009 issue: News by Oct. 19. Camera-Ready Ads by Oct. 21. Issue comes out Oct. 28.

December 2009 issue: News by Nov. 16. Camera-Ready Ads by Nov. 18. Issue comes out Nov. 24.

January 2010 issue: News by Dec. 16. Camera-Ready Ads by Dec. 18. Issue comes out Dec. 30.

February 2010 issue: News by Jan. 19. Camera-Ready Ads by Jan. 20. Issue comes out Jan. 27.

March 2010 issue: News by Feb. 15. Camera-Ready Ads by Feb. 17. Issue comes out Feb. 24.

April 2010 issue: News by March 15. Camera-Ready Ads by March 17. Issue comes out March 24.

May 2010 issue: News by April 19. Camera-Ready Ads by April 21. Issue comes out April 28.

June 2010 issue: News by May 17. Camera-Ready Ads by May 19. Issue comes out May 26.

July 2010 issue: News by June 21. Camera-Ready Ads by June 23. Issue comes out June 30.

August 2010 issue: News by July 19. Camera-Ready Ads by July 21. Issue comes out July 28.

Design Fees & Camera-Ready Ads

Overview

All advertising rates shown for El Paso Scene are for camera-ready ads that require no additional scanning, typesetting, photo correction or other graphic design services.

There are two kinds of advertising service fees: set-up fees and change fees. Set-up fees are charged for building a new ad. Change fees are charged for revising existing ads.

Set-up Fees

The minimum charges for building a new ad are:

- \$20 for 1/12 and 1/8 page ads
- \$30 for 1/6, 1/5 and 1/4 page ads
- \$40 for ads larger than 1/4 page.

A set-up fee is charged for building any new ad that is not submitted in camera-ready format. These set-up fees also apply when creating a new ad layout for an existing advertiser.

Set-up fees include typesetting, scanning images, Art Today clip art searches and layout. They do not include advanced graphic design services, such as logo creation and original graphic illustrations.

The advertiser is responsible for providing all text and graphics required to build the ad. A \$10 change fee will be added to the set-up charge if changes are requested that were not part of the original text and graphics requested by the advertiser.

Change fees

A change fee of \$10 is charged for revising an ad that has already run in El Paso Scene. This fee applies whenever additional typesetting, scanning or graphic/photo placement is required. The fee may be waived by El Paso Scene for changes involving simple updates submitted by the advertiser in written form. A change fee must be charged for any ad revision for which an ad proof is requested.

The \$10 fee cover all changes requested at one time. No charge is made for correcting typographical errors or omissions made by El Paso Scene. A second \$10 change fee will be charged, however, if the advertiser asks for additions, deletions or other revisions that were not included in the first request.

Camera-Ready Advertising

Camera-ready ads must be submitted in electronic format. Typically, electronic ads are submitted as image documents such as PDF, EPS, TIFF or JPEG. (Most ads are submitted as PDF documents.)

Camera-ready ads are assumed to be ready for press. Any image documents must have all images and fonts embedded. El Paso Scene will not be responsible for font substitution or image bit-mapping problems that result from inadequate document preparation.

Recommended resolution is 300 DPI at 100 percent of printed image size. El Paso Scene will not be responsible for any digital ads that are submitted with substandard resolution.

All color ads must be submitted in CMYK format (not RGB), including all embedded graphics.

Microsoft Word or Publisher files are not acceptable as camera-ready ads. However, we can accept a PDF version of the ad. The same is true of other word processing or graphic design programs such as Corel, WordPerfect, etc.

We can accept a printed hard copy of an ad as a camera-ready only if it is suitable for scanning. El Paso Scene cannot be held responsible for poor photo image quality or moiré patterns that result from scanning camera-ready ads submitted as hard copy.

If requested, we will correct photo images to optimize the quality of reproduction for newsprint web printing. We use a 130 line screen (by comparison, most offset printing uses 150 to 200 line screens) and high-bright newsprint. It may not be possible to correct embedded graphics.

To send small to medium-sized attachments (up to 5mb), you can use our regular email, epscene@epscene.com

To send medium to somewhat large attachments (5 to 10mb), please use randylimbird@sbcglobal.net

To send large attachments (10mb+), use our ftp link, <http://defcon.sirius-mages.net:8080/epscene/uploadfiles.jsp>



El Paso Scene / Cristo Rey Communications

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www.epscene.com
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EL PASO SCENE ADVERTISING AGREEMENT

Advertiser _____ Bill to _____
 Address _____ City, State, ZIP _____
 Phone _____ Fax _____
 Email _____ Website: _____
 Home Phone _____ Cell Phone _____

The ADVERTISER shall purchase a minimum of _____ insertions in El Paso Scene at the rates in our current rate card.

The first insertion will be for the month of _____.

The final insertion must be made in or before the month of _____.

First Issue size	_____
First Issue Rate	_____
Frequency Discount	- _____
Other Discount	- _____
Color Charge (_____%)	+ _____
Placement Charge	+ _____
Set-up fee	+ _____
TOTAL FOR FIRST ISSUE	_____

The AGREEMENT is subject to the following conditions:

This AGREEMENT may not be assigned or transferred by the ADVERTISER.

The ADVERTISER shall pay for the advertising purchased under this AGREEMENT according to the terms indicated on El Paso Scene invoices.

The ADVERTISER agrees to indemnify, defend and hold harmless El Paso Scene from all claims, suits, judgments, proceedings, losses, damages, cost and expenses of any nature arising from publication of advertising material supplied by the advertiser. In the event that any taxes, federal, state or local, are imposed on the printing or sale of advertising or on the sale of advertising space, the ADVERTISER shall assume the taxes.

Graphic design fees may be charged for revising or rebuilding advertising.

El Paso Scene may revise its rate card schedule at any time on 30 days written notice to the ADVERTISER. The ADVERTISER may cancel this AGREEMENT without penalty prior to the date the new rates become effective. Written cancellation of this agreement is required.

El Paso Scene may edit or reject advertising copy submitted by the ADVERTISER.

Advertising contracted at a frequency rate and not earned within the required time period from first insertion will be billed at the actual earned rate (short rate).

The ADVERTISER understands and accepts that El Paso Scene shall not be held responsible for minor changes in ad composition, or printing, or variations in color that do not materially alter the effectiveness of the ad. All placement agreements are subject to space availability, and if they cannot be accommodated, no placement premium will be charged.

ACCEPTED BY _____

(Title)

DATE _____

(Firm)

RECEIVED BY _____ for El Paso Scene

Please Check the Months You Intend to Advertise

Current Year:	<input type="checkbox"/> January	<input type="checkbox"/> February	<input type="checkbox"/> March	<input type="checkbox"/> April	<input type="checkbox"/> May	<input type="checkbox"/> June	<input type="checkbox"/> July	<input type="checkbox"/> August	
	<input type="checkbox"/> September	<input type="checkbox"/> October	<input type="checkbox"/> November	<input type="checkbox"/> December	Next Year:	<input type="checkbox"/> January	<input type="checkbox"/> February	<input type="checkbox"/> March	
	<input type="checkbox"/> April	<input type="checkbox"/> May	<input type="checkbox"/> June	<input type="checkbox"/> July	<input type="checkbox"/> August	<input type="checkbox"/> September	<input type="checkbox"/> October	<input type="checkbox"/> November	<input type="checkbox"/> December



El Paso Scene Reader Profile

Our readers are loyal

71% of El Paso Scene readers say they read the Scene every month.

Our readers keep the Scene on hand all month

98% of our readers say they refer to the Scene repeatedly throughout the month.

The Scene gets passed around

90% say their copy of the Scene is read by at least one other person.

Consumers rely on the Scene

55% say that the Scene is the most useful local publication for making decisions about where to shop or what to do.

Our readers are older, better educated and more affluent

74% of our readers are over age 35

- 26% are age 18-35
- 32% are age 36-50
- 42% are age 51 and older

48% of our readers have at least a college degree (and another 44% have some college)

73% have household income over \$30,000

- 9% are under \$15,000
- 17% are \$15,000 to \$30,000
- 28% are 30,000 to \$50,000
- 17% are \$50,000 to \$75,000
- 28% are \$75,000 or higher

El Paso Scene readers are everywhere!

- 43% live on the West Side/Upper Valley
- 24% live on the East Side
- 16% live in Northeast/Central El Paso
- 4% live in the Lower Valley
- 6% live in Las Cruces
- 6% live outside the region



Where to find El Paso Scene

Here is a partial list of our distribution points. El Paso Scene distribution begins on the Wednesday following the fourth Monday of the month. Although we print 40,000 copies, we run out fast! Our typical "pickup rate" is 95 percent. That means virtually every copy gets into the hands of an avid reader.

The locations shown are our major distributions points (100+ per month)

VILLAGE INN

1500 Airway
7144 Gateway East
4757 Hondo Pass
2929 N. Mesa
5863 N. Mesa
7801 N. Mesa
2275 Trawood
1331 N. Zaragoza

SUN HARVEST

6100 N. Mesa

WALGREENS

890 N Resler Dr
5900 N Mesa St
8050 N Mesa Rd
2800 N. Mesa St
200 N Mesa
2879 Montana
5401 Montana Ave
1100 Geronimo
8401 Gateway West
5150 Fairbanks
9428 Dyer Street
10780 Kenworthy
1210 Wedgewood Drive
3355 N Yarbrough Dr
1831 N. Lee Trevino
2950 George Dieter Dr.
11685 Montwood Drive
12390 Edgemere
1607 N Zaragoza Rd
800 N Zaragoza Rd
100 N. Americas Ave
8045 North Loop Drive

FURR'S FAMILY BUFFET

Gateway West at Zaragoza
8528 Dyer
119 N. Balboa

BIG 8 FOODS

Anthony, NM

SAM'S CLUB

7970 N. Mesa
7001 Gateway West
11360 Pellicano

DUNKIN' DONUTS

700 Zaragosa
1105 N. Yarbrough
9114 Dyer

BARNES & NOBLE

705 Sunland Park Dr.
9521 Viscount

EP FITNESS

145 Paragon
11330 James Watt
12145 Montwood
981 N. Resler
1035 Belvidere

ANDRE'S PIZZA

3233 N. Mesa. 7000 Westwind

LUBY'S

1010 Chelsea

CASA JURADO

4772 Doniphan. 226 Cincinnati

HAL MARCUS GALLERY

800 N. Mesa

AVILA'S

6232 N. Mesa

RANCHER'S GRILL

7597 N. Mesa
530 Viscount (at I-10)

JJ'S

5320 Doniphan

LEO'S

7520 Remcon

CARNITAS QUERETARO

1451 N Zaragoza
6516 N Mesa
4001 N Mesa

WING STOP

1757 George Dieter, 2900 N. Mesa
9530 Viscount, 865 Resler

ARDOVINO'S PIZZA

865 N. Resler at Redd
206 Cincinnati

THE MARKETPLACE

5034 Doniphan

RIVIERA RESTAURANT

5218 Doniphan

YSLETA ISD

9600 Sims

EL PASO INTERNATIONAL AIRPORT

FORT BLISS ARMY COMMUNITY SERVICES & USO

UTEP LIBRARY

UTEP STUDENT UNION

ELPASO CONVENTION CENTER

EL PASO CITY HALL

EL PASO PUBLIC LIBRARY

ALL EL PASO YMCAS

ALL EPCC CAMPUSES

TEXAS TOURISM CENTER

COUNTY COURTHOUSE

EL PASO ZOO

IN LAS CRUCES

Village Inn, 1205 El Paseo
Village Inn, 455 N. Telsor
COAS My Bookstore
Hastings
Mesilla Valley Mall
Fountain Theatre

IN JUÁREZ

About 400 copies to various tourist -oriented locations.

ALSO:

About 900 copies are sent by mail to subscribers, advertisers and others. Another 500 copies are sent in bulk to tourist centers in southern New Mexico and West Texas.

The Scene also is distributed at all El Paso Domino's Pizza locations and available for home delivery with pizza order