



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 over 60 pages, well over 120 advertisers and publishes at least 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, Sun Harvest, Furr's Cafeteria, 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 tourist information centers throughout the region.

Other publications and special sections

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.

Special sections include the Performing Arts Guide published in the September issue, and the Summer Fun Guide in the May and June issues.

El Paso Scene Staff

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How to reach us

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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.

COLOR RATES SHOWN IN RED

Size	Open Rate	3x annual	6x annual	12x annual
Full Page	\$1,025 (1,384)	\$875 (1,181)	\$735 (992)	\$675 (911)
Half Page	\$650 (878)	\$555 (750)	\$490 (662)	\$430 (580)
Quarter Page	\$380 (513)	\$320 (432)	\$280 (378)	\$245 (335)
Fifth Page	\$325 (439)	\$275 (365)	\$245 (335)	\$215 (305)
Sixth Page	\$275 (365)	\$230 (320)	\$200 (290)	\$185 (275)
Eighth Page	\$225 (315)	\$195 (285)	\$165 (255)	\$155 (245)
1/12 Page	\$155 (245)	\$135 (225)	\$115 (205)	\$110 (200)

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	15%
Right hand page	15%
Front half, right hand	25%
Outside corner	15%
Inside back cover**	20%
Inside front cover**	25%
Page 3*	25%
Back cover**	30%

* 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: 35% extra for color ads, minimum of \$90 per ad (regardless of size). Must be submitted on electronic media. Subject to availability.

Production Charges: Minimum charges for building a new ad are \$30 for 1/12 and 1/8 page ads, \$40 for 1/6, 1/5 and 1/4 page ads, and \$50 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.

*** Except that the deadline for the March 2011 issue will be Feb. 14**

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.

2011-12 Deadlines

April 2011 issue: News by March 21. Camera-Ready Ads by March 23. Issue comes out March 30.

May 2011 issue: News by April 18. Camera-Ready Ads by April 20. Issue comes out April 27.

June 2011 issue: News by May 16. Camera-Ready Ads by May 19. Issue comes out May 25.

July 2011 issue: News by June 20. Camera-Ready Ads by June 22. Issue comes out June 29.

August 2011 issue: News by July 18. Camera-Ready Ads by July 20. Issue comes out July 27.

September 2011 issue: News by Aug. 15. Camera-Ready Ads by Aug. 17. Issue comes out Aug. 24.

October 2011 issue: News by Sept. 19. Camera-Ready Ads by Sept. 21. Issue comes out Sept. 28.

November 2011 issue: News by Oct. 17. Camera-Ready Ads by Oct. 19. Issue comes out Oct. 26.

December 2011 issue: News by Nov. 21. Camera-Ready Ads by Nov. 23. Issue comes out Nov. 30.

January 2012 issue: News by Dec. 19. Camera-Ready Ads by Dec. 21. Issue comes out Dec. 28.

February 2012 issue: News by Jan. 16. Camera-Ready Ads by Jan. 18. Issue comes out Jan. 25.

March 2012 issue: News by Feb. 20. Camera-Ready Ads by Feb. 22. Issue comes out Feb. 29.

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:

- \$30 for 1/12 and 1/8 page ads
- \$40 for 1/6, 1/5 and 1/4 page ads
- \$50 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, epsce@epsce.com

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

To send large attachments (10mb+), you may want to use a FTP site. Call for instructions.