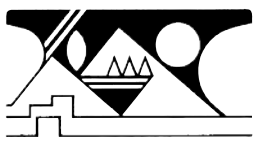


Advertising Order Form



Tanoan Talk Tanoan EAST NEWS

Email to ann@mulhernadvertising.com
or Fax to 897-8102 to order. *Space is limited.*

Date _____

Business Name _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

You may advertise in either newsletter or *both*. We mail approximately 800 copies of Tanoan Talk in Tanoan and 800 copies of Tanoan East News in Tanoan Community East.

Tanoan Talk Ad Size _____ Cost per Ad \$ _____

Tanoan EAST NEWS Ad Size _____ Cost per Ad \$ _____

Subtotal \$ _____

7% Gross Receipts Tax \$ _____

Total per Monthly Issue(s) \$ _____

See Reverse for Payment Information

Publication Schedule

<i>Issue</i>	<i>Art and Payment Due</i>	<i>Mail Date</i>
Feb/Mar	Jan 10	Jan 25
April/May	March 10	Mar 25
June/July	May 10	May 25
Aug/Sept	July 10	July 25
Oct/Nov	Sep 10	Sept 25
Dec/Jan	Nov 5	Nov 27

- Annual Contract** (6x Rates): Buy all 6 ads, pay in advance, in one payment, and get the seventh ad **free**. Plus get a free listing on both newsletter websites.
- I just want to see how your publications work for my business. Here is payment in full for the first issue.

Make Check Payable to:

Mulhern Advertising, Inc.

P.O. Box 10246

Albuquerque, NM 87184

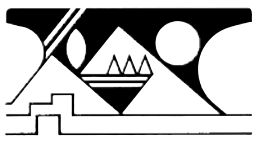
(505) 897-8100

Payment must be received before ad will run.

Method of Payment: Check Master Card Visa

Card Number _____

Expiration Date _____ CVN Number *(on back of card)* _____



Tanoan Talk

Tanoan EAST NEWS

NEWSLETTER AND WEB ADVERTISING RATES

www.tanoantalk.com

Reach over 800 homes in Tanoan and 800 homes in Tanoan East when you buy an ad in both of our newsletters. Most homes have property values in excess of a half a million dollars. Target these hard to reach potential customers who can afford to buy what you sell. Our residents buy goods, services, cars and homes from businesses they know and trust.

Rates

Rates shown are per newsletter per single issue.



SIZE	INCHES, WIDTH X HEIGHT	1 TIME RATE	6 TIME RATE
Full-page	8 x 10	\$310	\$275
Half-page vertical	3 ⁷ / ₈ x 10	\$245	\$220
Half-page horizontal	8 x 4 ⁷ / ₈	\$245	\$220
Quarter-page	3 ⁷ / ₈ x 4 ⁷ / ₈	\$195	\$175
Eighth-page	3 ⁷ / ₈ x 2 ⁵ / ₁₆	\$145	\$125

Effective June 1, 2011

General Information

Display advertising will be accepted for publication upon representation that the advertiser or representative is authorized to publish the entire contents and subject matter thereof. The publisher reserves the right to review and edit all ads, to request that an ad be revised prior to publication, or to reject ads. The publisher reserves the right to insert the word "advertisement" above any advertising copy. In consideration for publication, the advertiser will indemnify *Tanoan Talk*, *Tanoan East News* and their employees, agents and representatives from and against any loss or expense arising out of publication of such advertisement, including without limitation those resulting from claims or suits for libel, violation of rights of privacy, plagiarism or copyright infringement. The publisher reserves the right to repeat the last standing ad or to change for space reserved if acceptable copy is not received by the deadline.

Deadlines

Ads must be emailed to ann@mulhernadvertising.com by the 10th of the month prior to publication.

Publication Dates

February, April, June, August, October, December.

Mechanical Requirements

PDF, EPS or TIFF (300 dpi). Embed all fonts in files. Camera-ready art is required. Files can be submitted via email or CD. A hard copy should accompany a CD file.

Production Charges

Any necessary typesetting, layout or camera work will be charged at the rate of 40% of the cost of the ad space. Minimum charge \$75.

Production Specifications

All artwork must be black and white

Frequency Discounts

Advertising must be inserted within a twelve-month period to be eligible for frequency discount rates.

Short Rates

An advertiser who does not complete a committed schedule within a contract year will be subject to a short rate to earned frequency rate.

Terms

All advertising must be prepaid.