

PUBLICATION DATE
SUNDAY, OCTOBER 27

2019

RIO RANCHO OBSERVER
READERS' **CHOICE**



2019

READERS' CHOICE

SPECIAL SECTION AND EVENT PACKAGES

Rio Rancho Observer readers have cast their ballots and now it's time to reveal the favorites! Advertise to over 20,000 Rio Rancho households in the *Readers' Choice* special section and reach Sunday readers and an expanded audience online at rrobserver.com.

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READERS' CHOICE



They love you - they REALLY REALLY love you! The Rio Rancho Observer is proud to present our first annual Readers' Choice Awards & Luncheon! Advertise to over 20,000 Rio Rancho households in this special glossy magazine, and to an expanded audience on rrobservr.com.

Plus - we will host the biggest celebration of the year highlighting all the winners! You earned the bragging rights. Don't miss your opportunity to highlight your brand, company and turn this prestigious honor into new revenue opportunities.

TITLE SPONSORSHIP

\$8,500

TITLE SPONSORSHIP INCLUDES
THE FOLLOWING BENEFITS:

RSVP and buy tickets by calling Lynn
Marie Rusaw at 505.823.3353 or email
lmrusaw@abqjournal.com

- Center spread (Full Bleed, 16" wide x 10" tall + .125" bleed) in Readers' Choice section
- Full page (Full Bleed, 8" wide x 10" tall + .125" bleed) inside Readers' Choice section
- Advertorial option for either or both ads
- 200,000 Online impressions on rrobservr.com/abqjournal.com
- Recognized as Title Sponsor on awards luncheon signage
- Table of 10 at awards luncheon
- Acknowledgement as Title Sponsor on all Rio Rancho Observer and rrobservr.com Readers' Choice promotional advertising (September 8 - October 27)
- Logo on all promotional materials
- On-premise signage at Readers' Choice Awards Luncheon
- Advertorial Deadline: Coverage available in section if purchased by September 30.

EVENT DETAILS

HYATT TAMAYA RESORT
OCTOBER 22
11AM - 1:30PM

Rio Rancho Observer will promote the Readers' Choice special section through the following means:

- Print advertising in Rio Rancho Observer and branded products
- Digital advertising on rrobservr.com
- Rio Rancho Observer Facebook and Twitter

I _____ of _____
company commit to this package.

PUBLICATION DATE

SUNDAY, OCTOBER 27

SPACE RESERVATION DEADLINE

MONDAY, OCTOBER 7

ADVERTISER SIGNATURE

DATE

NEW ART BUILD DEADLINE

MONDAY, OCTOBER 7, NOON

REPRESENTATIVE SIGNATURE

DATE

CAMERA READY ART DEADLINE

WEDNESDAY, OCTOBER 9, NOON

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GOLD SPONSORSHIP

\$6,000

GOLD SPONSORSHIP INCLUDES
THE FOLLOWING BENEFITS:

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Marie Rusaw at 505.823.3353 or email
lmrusaw@abqjournal.com

- Full spread (Full Bleed, 16" wide x 10" tall + .125" bleed) inside front cover, Readers' Choice section
- Advertorial option for ad
- 150,000 Online impressions on rrobservr.com/abqjournal.com
- Recognized as Gold Sponsor on awards reception signage
- Table of 10 at awards luncheon
- Acknowledgement as Gold Sponsor on all Rio Rancho Observer and rrobservr.com Readers' Choice promotional advertising (September 8 - October 27)
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SILVER SPONSORSHIP

\$5,000

SILVER SPONSORSHIP INCLUDES

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lmrusaw@abqjournal.com

- Full page (Full Bleed, 8" wide x 10" tall + .125" bleed) next to table of contents in Readers' Choice section
- Half page (3.7" wide x 9.5" tall) inside Readers' Choice section
- Advertorial option for either or both ads
- 125,000 Online impressions on rrobservr.com/abqjournal.com
- Recognized as Silver Sponsor on award reception signage
- Table of 10 at awards luncheon
- Acknowledgement as Silver Sponsor on all Rio Rancho Observer and rrobservr.com Readers' Choice promotional advertising (September 8 - October 27)
- Logo on all promotional materials
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BRONZE SPONSORSHIP

\$4,500

BRONZE SPONSORSHIP INCLUDES
THE FOLLOWING BENEFITS:

- Full page (Full Bleed, 8" wide x 10" tall + .125" bleed) inside back cover, Readers' Choice section
- Quarter page (3.7" wide x 4.75" tall) inside Readers' Choice section
- Advertorial option for full page ad
- 100,000 Online impressions on rrobservr.com/abqjournal.com
- Recognized as Bronze Sponsor on award reception signage
- Table of 10 at awards luncheon
- Acknowledgement as Bronze Sponsor on all Rio Rancho Observer and rrobservr.com Readers' Choice promotional advertising (September 1 - October 27)
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GLOSSY MAGAZINE, INSIDE RIO RANCHO OBSERVER

FULL COLOR ON ALL SIZES	SIZE (INCHES, WxH)	IMPRESSIONS	TABLE AT AWARD LUNCHEON	PRICE[‡]
<input type="checkbox"/> BACK PAGE*	FULL BLEED 8 X 10 +.125 BLEED	75,000	INCLUDED	\$4,000.00
<input type="checkbox"/> FULL PAGE	FULL BLEED 8 X 10 +.125 BLEED	50,000	INCLUDED	\$3,000.00
<input type="checkbox"/> HALF PAGE (V)	3.7 X 9.5	40,000	A LA CARTE	\$2,000.00
<input type="checkbox"/> HALF PAGE (H)	7.5 X 4.75	40,000	A LA CARTE	\$2,000.00
<input type="checkbox"/> QUARTER PAGE	3.7 X 4.75	30,000	A LA CARTE	\$1,400.00
<input type="checkbox"/> EIGHTH	3.7 X 2.25	20,000	A LA CARTE	\$850.00

A LA CARTE ITEMS	DESCRIPTION	PRICE[‡]	PUBLICATION DATE
<input type="checkbox"/> EVENT TICKETS	A ticket provides seating and lunch at the 2019 Readers' Choice Awards Luncheon	\$65 PER SEAT \$500 FOR TABLE OF 10	SUNDAY, OCTOBER 27
<input type="checkbox"/> UPGRADED LISTING	Add a photo and 50 words to your listing in the Readers' Choice section	\$250.00	SPACE RESERVATION DEADLINE MONDAY, OCTOBER 7
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*LIMIT ONE FOR THE SECTION.