SHOWCASING BIOREGIONAL SUSTAINABILITY
Community • Culture • Environment • Economy

GREEN Businesses • Products
Services • Jobs • Buildings • Energy
Investing • Entrepreneurship

Regional Cuisine • Smart Homes
Sustainable Agriculture • Water
Natural Resources Stewardship
Arts & Culture • Ecotourism
Education • Health & Wellness
Recycling • Transportation
Local Heroes • Native Perspectives

WWW.GREENFIRETIMES.COM

MEDIA KIT
2017
GREEN FIRE TIMES is an award-winning New Mexico-based publication established in 2009 by publisher Skip Whitson, associate publisher Barbara E. Brown, editor-in-chief Seth Roffman and former art director Anna C. Hansen.

30,000 copies are printed and distributed each month to over 300 locations, making GFT the largest per-issue circulation newspaper in northern New Mexico. The free publication is widely distributed throughout north-central New Mexico, as well as in a growing number of New Mexico cities, towns, pueblos and villages.

MISSION STATEMENT
Green Fire Times focuses on the people, enterprises and initiatives that are transforming New Mexico into a diverse and sustainable economy. The publication provides multicultural perspectives on the interrelationship of our region’s communities, business enterprises and environment.

AUDIENCE • MARKET • DEMOGRAPHIC
Through informative articles, newsbites, photojournalism and a calendar of events, GFT provides useful information for residents, businesspeople, students and visitors – anyone interested in the history and entrepreneurial spirit of New Mexico and the Southwest. In many cases, what’s happening here is cutting-edge and relevant far beyond the Land of Enchantment.

GFT ONLINE • GREENFIRETIMES.COM
The Green Fire Times website provides online access to the monthly publication, as well as additional news, information, links and opportunities for advertisers. You can also “like” GFT on Facebook. We are continuing to develop GFT’s website and online presence to make the unique information and resources GFT provides more accessible to a broader audience.

GFT is widely distributed throughout north-central New Mexico, as well as in a growing number of New Mexico cities, towns, pueblos and villages.
EDITORIAL CONTENT

Green Fire Times weaves together the interrelated aspects of community, culture, the environment and the regional economy. Some editions have a predominant theme or special section; others include a mix of topics. However, even the themed editions and special sections include a variety of topics.

Each month, knowledgeable writers, mostly from our region, provide entertaining and valuable information and native cultural perspectives. GFT provides a media for communities to share stories of hope. GFT helps nurture the cultures, livelihoods and lives of people, including those in rural communities, by linking education with jobs and highlighting the creation of a workforce with skills that are increasingly in demand.

Some of GFT’s semi-regular columnists have included: Juan Estévan Arellano (del Are Llano), Susan Guyette (Everyday Green), Alejandro López (Views from the Field), Vicki Pozzebon (The Local Voice) and Jack Loeffler (Lore of the Land). We sometimes publish op-ed pieces, where guest writers offer opinions on important contentious issues.

Green Fire Times also provides a source of information and a voice for people engaged in learning about and working toward sustainability, from personal to corporate. Sustainability does not need to come at the sacrifice of economic prosperity. GFT spotlights sustainable enterprises that utilize responsible business practices while improving the bottom line. These sorts of initiatives reflect a fundamental change in how people are thinking, living and doing business. Stewardship, community and the necessities of our immediate and long-term future are now more routinely taken into consideration.

EXAMPLES OF TOPICS THAT GFT COVERS

GREEN Building, Products, Services, Entrepreneurship, Investing and Jobs; Renewable Energy, Sustainable Agriculture, Regional Cuisine, Ecotourism, Climate Adaptation, Natural Resource Stewardship, Arts & Culture, Health & Wellness; Regional History; and Educational Opportunities
Some editions of GFT have special sections focused around a particular theme. Occasionally we publish an entire issue that showcases an overarching theme seen through a particular lens, such as the annual “Indigenous Solutions” edition in August, which has a Native American focus. However, even the themed editions and special sections include a variety of topics.

**EXAMPLES OF SPECIAL SECTIONS AND THEMED EDITIONS**

Building a Regional Food System; Renewable Energy in New Mexico; The New Mexico Community Foundation: 30 Years; Green Building and Design; The Northern Rio Grande National Heritage Area; Albuquerque’s International District: Stories of Route 66; Sustainable Tourism; Green Gifts

**GREEN FIRE TIMES IS WHOLLY INDEPENDENT**

We have no parent company, corporation, or board members to answer to. That independence gives us the freedom to keep telling the stories that, we believe, are critical to keep green and sustainable topics in the forefront of our reader’s minds and hopefully, in their hearts.

Without the big budgets of mass, mainstream media, our lifeblood comes solely from advertisers like you. People who believe that the printed pages of Green Fire Times provide insightful and informative articles that motivate people about our need to progress toward sustainability.

We appreciate that you probably do your part to be a sustainable community member in many other ways. Please take a moment to consider, not just the benefit to reaching readers in our region, but also the need to keep Green Fire Times alive and thriving.

**FOR ADVERTISING RATES AND SPECIFICATIONS**

Please contact one of our ad representatives:

Skip Whitson, Publisher: 505.471.5177, Skip@GreenFireTimes.com
Steve Jinks, Advertising: 505.303.0501, SteveJ@GreenFireTimes.com
John M. Nye, Advertising 505.699.3492, John@GreenFireTimes.com
Anna Hansen, Advertising: 505.982.0155, DakiniDesign@NewMexico.com
Lisa Powers, Advertising: 505.629.2655, Lisa@GreenFireTimes.com
Liberty Manabat, Advertising: 505.670.7243, Liberty@GreenFireTimes.com

Advertising makes Green Fire Times possible. Help support our work for a more sustainable world.
This is a graphical representation of our various ad sizes and how they look on our tabloid size paper. (11 x 14). Dimensions below are in inches (width x height). There are no bleeds.

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| Rates are per ad, per insertion. Full color on any ad: $75. Color charge is additional per ad, per insertion. NM GR Tax is additional.

HOW TO SUBMIT AN AD:
Please send to skip@GreenFireTimes.com Please name your ad with YOUR business name and date of issue. i.e. business_815.pdf

300 DPI, CMYK, PDFs: Embed all fonts and flatten all files (photoshop) Make PDF “press quality” or high quality JPG. NO CROP OR REGISTRATION MARKS ON YOUR ADS. SPACE RESERVATIONS by the 18th of the month: Camera-ready Ads: by the 22 of the month. Thank you.
ADVERTISING AGREEMENT
Display Advertising Contract

I, ________________________________________________, (Printed name of individual) as representative
for ________________________________________________________, (Printed name of business)
Located at ________________________________________________________________________
do hereby contract to run a ________ size ad at $________ per ad, plus $______ for color
$________ subtotal and $________ tax, for a total of $________ per issue, times _____ issues
   FOR A TOTAL COST OF $________
Ad will run in each of the next ______ issues, starting with issue vol. _____ #______.

E-mail address of advertiser: _________________________________________________________

Method of payment ________________________________________________________________
   (Cash / Check / Credit Card / PayPal.com)

Signature of advertiser: __________________________________________ Date: ______________

Best contact numbers for advertiser: ________________________ or ________________________

Signature of ad rep: _________________________________________ Date: __________________

NOTE: It is the responsibility of the advertiser to get camera-ready ad copy and payment to the
publisher on time, in advance of each issue, 14 days prior to publication date. Publication date
is 1st of each month. Send PDF or JPG by e-mail to info@greenfiretimes.com.

For a copy of Green Fire Times or to advertise, or submit an article, contact Skip Whitson at
505.471.5177