

Thank you for your interest in The New Falcon Herald, a monthly newspaper serving one of El Paso County's fastest-growing areas - Falcon, Colorado. More and more people are reading their community newspaper each month. About two-thirds (67 percent) of residents in small U.S. communities read their local newspaper.

The New Falcon Herald includes articles about residential and commercial development, school district and fire department news, topics of interest such as health, recreation, and finance; and a monthly community calendar of local events.

The NFH provides an opportunity to promote your business to residents and fellow business owners. We are committed to making sure you get the most bang for your advertising buck. All current advertisers are included in our online Advertiser's Directory at www.NewFalconHerald.com at NO EXTRA CHARGE!

The New Falcon Herald is published on the first Saturday of the month. It is distributed at 35+ newsstands located throughout the Falcon community and by mail to its 300+ subscribers. Areas served include Falcon, Peyton, Calhan, Black Forest and Stetson Hills.

We get your advertisement into the hands of the people most likely to buy your products or services ... local residents!

Falcon is the fastest growing, unincorporated area in El Paso County. With an increase of 65 percent in the population since 2000, we serve a community of 17,990 residents.

- The average household income is \$90,690.
- 86 percent of Falcon residents commute more than 15 minutes to work.
- Median homeowner's age 36.83 years.

RATES AND SPECS:

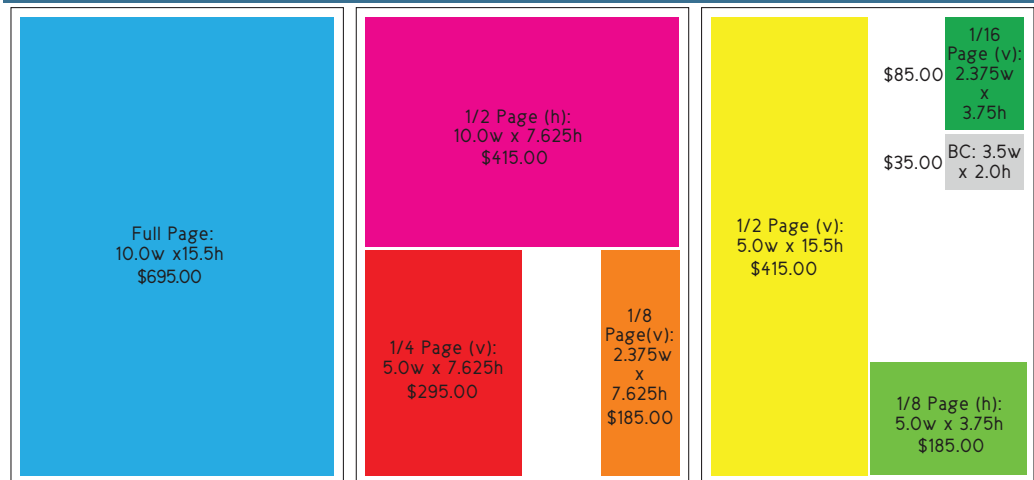
Size:	Dimensions	1x
Full:	10.0w x 15.5h	\$695.00/issue
1/2h:	10.0w x 7.625h	\$415.00/issue
1/2v:	5.0w x 15.5h	\$415.00/issue
1/4v:	5.0w x 7.625h	\$295.00/issue
1/8h:	5.0w x 3.75h	\$185.00/issue
1/8v:	2.375w x 7.625h	\$185.00/issue
1/16v:	2.375w x 3.75h	\$85.00/issue
BC:	3.5w x 2h	\$35.00/issue
Insert:	8.5 x 11	\$300.00/issue
Web Banner:	1000px x 80px	\$625.00/month

AD DESIGN: The New Falcon Herald's creative department can create a stunning and effective print ad for you. Direction for ad creation is due 7 days prior to material deadline date. Design services for creating ads are typically an expense the advertiser incurs when implementing an advertising campaign for their business, company or store.

Here at The New Falcon Herald, we offer ad design creative services to our customers at no charge. It is a special service we offer to you, our customer. If you should choose to run any ad created by our service to you in any other print media, there will be a \$225 service charge incurred and billed to you for our creative services.

UPDATED: 11/01/2019

Add-On Color Costs: Full page: \$150, 1/2 page: \$100, 1/4 page: \$50, 1/8: \$25, 1/16 page: \$20



DEADLINES:

Issue Dates	Materials Due	Newsstand Dates
January	12/20/2019 (Fri)	January 4, 2020
February	1/22/2020	February 1, 2020
March	2/26/2020	March 7, 2020
April	3/25/2020	April 4, 2020
May	4/22/2020	May 2, 2020
June	5/27/2020	June 6, 2020

Issue Dates	Materials Due	Newsstand Dates
July	6/24/2020	July 4, 2020
August	7/22/2020	August 1, 2020
September	8/26/2020	September 5, 2020
October	9/23/2020	October 3, 2020
November	10/28/2020	November 7, 2020
December	11/24/2020 (Tues)	December 5, 2020
January	12/20/2020 (Tues)	January 2, 2021