



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 our 300+ subscribers. Areas served include: Falcon, Peyton, Black Forest and Calhan.

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 \$97,636.
- 86 percent of Falcon residents commute more than 15 minutes to work.
- Median homeowner's age 36.83 years.

Newsstand Dates: 1st Saturday of every month.

RATES AND SPECS:

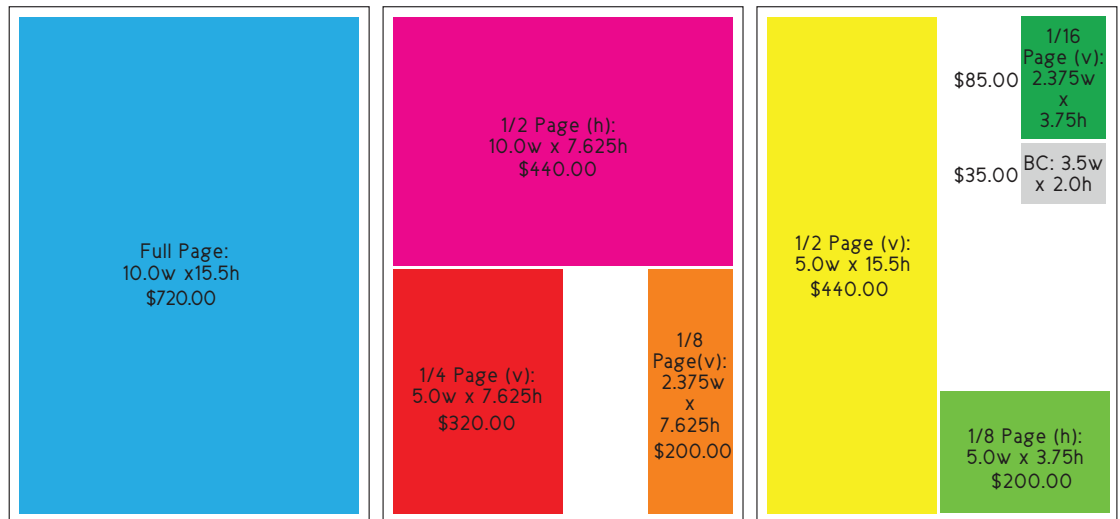
Size:	Dimensions	1x
Full:	10.0w x 15.5h	\$720.00/issue
1/2h:	10.0w x 7.625h	\$440.00/issue
1/2v:	5.0w x 15.5h	\$440.00/issue
1/4v:	5.0w x 7.625h	\$320.00/issue
1/8h:	5.0w x 3.75h	\$200.00/issue
1/8v:	2.375w x 7.625h	\$200.00/issue
1/16v:	2.375w x 3.75h	\$85.00/issue
BC:	3.5w x 2h	\$35.00/issue
Insert:	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: 10/07/2022

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 Wed. by 5:00	Newsstand Dates 1st Saturday
January	12/27/2024	January 6, 2024
February	1/24/2024	February 3, 2024
March	2/21/2024	March 2, 2024
April	3/27/2024	April 6, 2024
May	4/24/2024	May 4, 2024
June	5/22/2024	June 1, 2024

Issue Dates	Materials Due Wed. by 5:00	Newsstand Dates 1st Saturday
July	6/26/2024	July 6, 2024
August	7/24/2024	August 3, 2024
September	8/28/2024	September 7, 2024
October	9/25/2024	October 5, 2024
November	10/23/2024	November 2, 2024
December	11/25/2024 (Mon.)	December 7, 2024
January	1/04/2025 (Mon.)	January 4, 2025

www.newfalconherald.com