



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, located in ZIP code 80831, is one of the fastest-growing unincorporated communities in El Paso County with a population of nearly 32,000 residents and more than 7,000 households. The area attracts families and professionals alike, with a median household income of \$128,900 and a median age of 37 years. Homes in Falcon reflect this growth and prosperity, with a median value approaching \$495,000. Residents enjoy a balance of small-town living and easy access to nearby Colorado Springs, with most commuting an average of 20-25 minutes to work. These strong demographics make Falcon a vibrant, desirable market for businesses, organizations, and advertisers seeking to connect with an engaged and growing community.

- Population: ~32,000 residents
- Households: ~7,000
- Median Household Income: \$128,900
- Median Age: 37 years
- Median Home Value: ~\$495,000
- Commute: Average 20-25 minutes to work

Newsstand Dates: 1st Saturday of every month.

RATES AND SPECS:

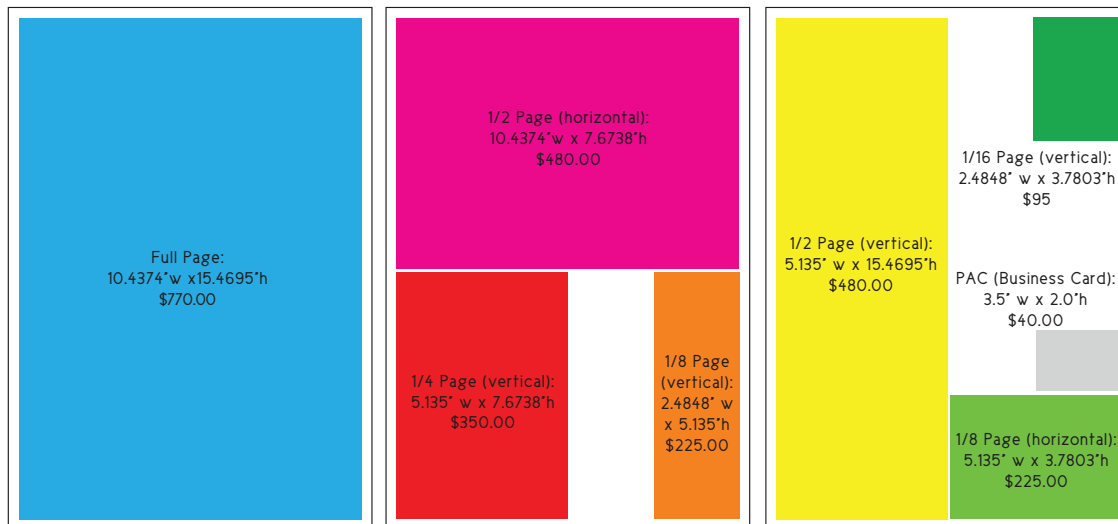
Size:	Dimensions	1x
Full:	10.4374w x 15.4695h	\$770.00/issue
1/2h:	10.4374w x 7.6738h	\$480.00/issue
1/2v:	5.135w x 15.4695h	\$480.00/issue
1/4v:	5.135w x 7.6738h	\$350.00/issue
1/8h:	5.135w x 3.7803h	\$225.00/issue
1/8v:	2.4848w x 7.6738h	\$225.00/issue
1/16v:	2.4848w x 3.7803h	\$95.00/issue
BC:	3.5w x 2h	\$40.00/issue
Webr:	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 \$200 service charge incurred and billed to you for our creative services.

UPDATED: 09/10/2025

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	12/22/2025 (Mon.)	January 3, 2026
February	1/28/2026	February 7, 2026
March	2/25/2026	March 7, 2026
April	3/25/2026	April 4, 2026
May	4/22/2026	May 2, 2026
June	5/27/2026	June 6, 2026

Issue Dates	Materials Due Wed. by 5:00	Newsstand Dates 1st Saturday
July	6/24/2026	July 3, 2026 (Fri.)
August	7/22/2026	August 1, 2026
September	8/26/2026	September 5, 2026
October	9/23/2026	October 3, 2026
November	10/28/2026	November 7, 2026
December	11/23/2026 (Mon.)	December 5, 2026
January	12/22/25 (Tue.)	January 2, 2027

www.newfalconherald.com