

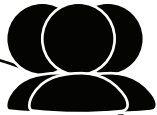


Looking to Expand Your Business in the Roaring Fork Valley?

Amplify Your Brand with The Sopris Sun/Sol del Valle

The Sopris Sun and el Sol del Valle offer powerful print and online platforms to reach the valley. As the only Spanish-language newspaper in the region, we help you connect with the Latino community while also building a trusted local presence through community-owned, independent journalism.

From our annual Mountain Fair Guide to our popular event calendar, we reach both residents and visitors. And to make it simple, every package includes complimentary ad design plus Spanish or English translations.

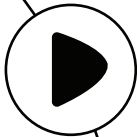


Print Edition Distribution:

Reach a localized audience interested in community news.



Sopris Sun distributes 3,500 copies every Thursday from Aspen to Rifle and Carbondale to Marble. Sol Del Valle distributes 1,500 copies every Friday from Aspen to Parachute.

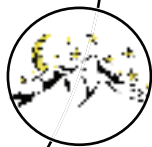


Digital Presence:

One digital ad that simultaneously has presence in both websites.



Engage over 5,000 weekly readers on our website and reach a Facebook audience of 7,500+ likes and followers with substantial organic reach.



Sopris Sun Youth Journalism Program:

All content generated by its high school interns appears beneath a dedicated banner featuring a logo designed by intern Arthur Cherith.



High schoolers on The Sopris Stars team gain hands-on experience, learn from industry professionals, and earn a stipend for each published piece, building skills while contributing to their community paper.



Special Editions:

Target a diverse regional audience by advertising in coverage of major event.



E.g. Carbondale Mountain Fair, Fashion Shows, and our annual Giving Guide with significant print overruns for special events.

Advertising Opportunities

Sponsorship Opportunities

Various Tiers: Tailored sponsorship options, whether it's for The Sopris Sun, el Sol del Valle, a specific beat, column, or supporting the organization as a whole, providing targeted support and visibility.

Community Engagement: Associating your business with The Sopris Sun's or el Sol del Valle's content means being part of local conversations, contributing to community ideas, and fostering connections.

Additional Benefits:

Cost-Effectiveness: Benefit from affordable advertising rates compared to dailies, maximizing exposure even with limited budgets.

Strong Community Connection: Target a specific local audience effectively through our focus on local events, news, and stories.

Longer Shelf Life: Enjoy extended visibility for your ads, as our weekly newspapers tend to linger longer in homes and businesses compared to daily papers.

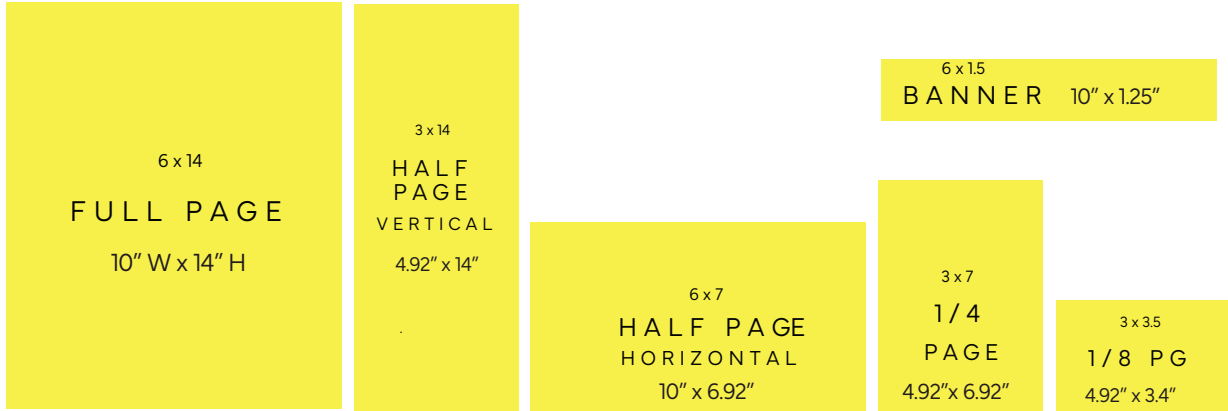
Our advertising and sponsorship opportunities are designed to empower businesses seeking to engage with a localized audience, forge community connections, and gain substantial visibility in the Roaring Fork Valley and beyond.

Learn more on how to
become a Founding SUNstainer



Print Opportunities

SAMPLES



AD TYPE	AD SIZE
Directory/Classified	Small 3.25" x 2"
Directory/Classified	Large 3.25" x 4"
1/8 Page	Horizontal 4.9" x 3.4" Vertical 2.4" x 6.9"
1/4 Page	4.9" x 6.92"
1/2 Page	Horizontal 10" x 6.92" Vertical 4.9" x 14"
Full Page	10" x 14"
Back Cover	10" x 14"
Banner Ad	10" x 1.25"

- Free weekly newspaper covering local news, government, education, businesses, sports, arts and culture in English and Spanish - distributed across three counties from Aspen to Parachute, Carbondale to Marble.
- Circulation: 5,200 | Readership: 10,000 print, 2,000 + digital.
- Advertising opportunities print, online, newsletter ads and Sponsored.
- Annual Sponsors \$10,000+ company name listed on the Masthead, \$20,000 your company logo on the Masthead.

MECHANICAL REQUIREMENTS

CAMERA READY AD EXPORTING SPECS

- Export files to using 'High-Quality Print' settings.
- PDF, TIFF or JPG file formats only.
- 300 DPI.
- No crop marks, no color bars, no bleed.

AD DESIGN

- Our production team can create an advertisement upon request, with up to two revisions included. Additional changes may incur a fee. Please submit text, high-resolution images, and logos (preferably vector EPS) to your sales representative.

DEADLINES

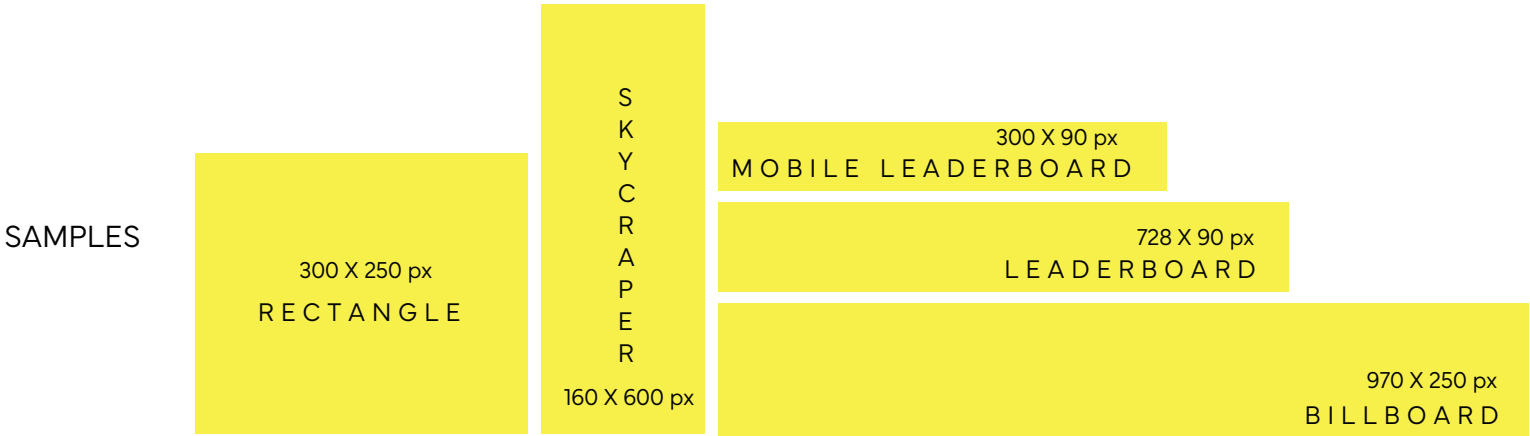
Ad reservation cancellations are due by **Friday at 5:00 p.m.** the week prior to publication. After that deadline, the full contract rate will be charged. Ad reservations after 5 PM Friday are **subject to space availability.**

BILLING TERMS

*All clients must have a Credit Card Gaurentee and Account Set Up form on file. Statements will be sent out on the last day of the month. Payment in full is due upon receipt of invoice by the 15th of the month.

*Billed clients can chose to prepay their monthly statement balance with a credit card on file. A credit card receipt for each monthly transacction will be supplied upor client request. Late fees of 1.5% will be charged to any account over 30 days past due. Early cancellation of seasonal contracts is subjet to change in rate based on completed ad volume.

Digital Opportunities



WEBSITE

AD POSITION	AD SIZE
Leaderboard	728 X 90 px
Rectangle (sidebar)	300 X 250 px
Skyscraper (sidebar)	160 X 600 px
Mobile Leaderboard (mobile header)	320 X 50 px
Billboard (top of the page- high impact)	970 X 250 px

NEWSLETTER INSERT

Get seen by 1,100 + subscribers from the Roaring Fork Valley in our weekly newsletter!

SOCIAL MEDIA

More Visibility.
More Customers.
More Growth.

Contact Us Today!

Maximize your impact, engage the right readers at the right moment across print and digital.

Luise Nieslanik
Partnership & Engagement Manager
luise@soprisun.com

Margarita Alvarez
Marketing and Development Manager
margarita@soldelvalle.org