



# The **CURRENT**

GO • SEE • DO VERDE VALLEY



## MEDIA RATES

# 2026



"Your Verde Valley Area Community Newspaper"

14747 N. Northsight Blvd., Suite #111-120 • Scottsdale, AZ 85260 • 602-831-1968

# 2026 rates

## net retail rates

All rates are 4-color, per issue

ad size	3X rate	6X rate	12X rate
full page	995	895	755
junior page	795	695	595
1/2 pg	655	595	495
1/4 pg	425	375	325
1/8 pg	295	255	225
Resource Directory Ad	125	115	99

## production charges

No charge to direct advertisers for straightforward ad composition. Intricate layout and design will be quoted on a per job basis.

## mechanical specs

<p><b>full page</b> 10" x 15.75"</p>	<p><b>1/4 tower</b> 2.35" x 15.75"</p>
<p><b>junior page</b> 7.5" x 10"</p>	
<p><b>1/8 H</b> 4.9" x 3.8"</p>	<p><b>1/8 V</b> 2.35" x 7.8"</p>
<p><b>1/4 H</b> 10" x 3.8"</p>	<p><b>1/2 V</b> 4.9" x 15.75"</p>
<p><b>1/2 H</b> 10" x 7.8"</p>	<p><b>1/4 V</b> 4.9" x 7.8"</p>

## deadlines materials

**Space deadline:** the 5th of the month prior to publication.

**Materials deadline:** the 10th of the month prior to publication.

**Cancellations:** must be received by the space reservation deadline of the issue in which to be published.

**Digital files** submitted must be composite press-ready **CMYK pdf** (preferred), **jpg, tif** or **eps** file with all images at minimum of 300dpi (CMYK). Please include/embed all linked graphics and fonts (Illustrator files, convert text to outlines). Maximum ink density of 230-240 is best.

**Production contact:** Production@VerdeValleyCurrent.com

## credit and conditions

**Credit** may be established once an application has been approved

**Invoices** are due and payable upon receipt.

**All advertising** must be approved by the publisher.

**Publisher** reserves the right to refuse any ad for any reason.

**Advertisers** and their agencies will indemnify, defend, and hold harmless from any claim and all loss, expense or liability arising out of the publication of any advertising copy.

**The liability** of the publisher for any error or omission or delay for which it may be held generally responsible, shall in no event exceed the cost of the space paid for and occupied by such individual.

For information regarding advertising in

Call Jim at  
**602-831-1968**  
or email  
**Ads@VerdeValleyCurrent.com**

**THE VERDE VALLEY CURRENT**  
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