

You Can Now Advertise Your Business in the Continental Divide Edition of *enchantment* Magazine!

The Voice of New Mexico's Rural Electric Cooperatives

Continental Divide's edition is circulated 10 times a year (no June or December issues) to more than 15,000 homes, businesses and other Continental Divide electric accounts. (See our service territory map at right.) *enchantment* is published by the New Mexico Rural Electric Cooperatives in Santa Fe.



advertising agency are authorized to publish the advertising copy submitted. When advertisements containing the names, pictures and/or testimonials of real persons, living or dead, are submitted for publication, the request for publication shall be deemed to be a representation by the advertiser and/or advertising agency that they have written consent for their use in the advertisement of the name, picture and/or testimonial of any such real person, living or dead. It is understood that the advertiser and/or agency will indemnify and hold the Publisher harmless from and against any loss, expense or other liability, including reasonable attorney's fees, resulting from any claims or suits for libel, violation of right of privacy or publicity, plagiarism, copyright or trademark infringement and any other claims or suits that may arise out of the publication of such advertisement.

- All copy, text and illustrations are subject to Publisher's approval; and the right is reserved to reject or exclude copy which is, in the Publisher's sole judgment, unethical, misleading, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with the character of the publication, or that does not meet with the approval of the Federal Trade Commission, or does not meet any other government regulations.
- All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to place the word "paid advertisement" with any copy which in its sole opinion resembles editorial matter.
- Advertisement proofs not received by approval date will not be printed.
- Cancellations or changes may not be made by the advertiser or its agency after the ad approval date.
- Conditions are subject to change by Publisher without notice.
- No conditions, other than those set forth in this rate sheet, shall be binding on the Publisher unless specifically agreed to in writing.
- Publisher shall have no liability for errors in key numbers.
- Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
- Publisher shall have the right to hold advertiser and/or its advertising agency jointly and generally liable for such monies as are due and payable to Publisher for advertising which advertiser or its agency ordered and which was published.
- Publisher is not liable for delays in delivery and/or nondelivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption, work slowdown, or any condition beyond control of Publisher affecting production/delivery in any manner.
- The term "Publisher" shall refer to Continental Divide Electric Cooperative and the New Mexico Rural Electric Cooperatives.

Advertising Policy & Conditions (for Continental Divide edition)

Advertisement Sizes and Ad Rates (for Continental Divide edition)

Advertising Policy

People who read *enchantment* are predominately rural, small-town residents who hold traditional family values. Advertisements deemed to be in bad taste, of a questionable nature or unsuitable for a family-oriented magazine will not be accepted. This includes anything political, sexually explicit or deemed controversial.

Ads not accepted include the following:

- Ads that make unrealistic/unsubstantiated energy-saving claims
- CBD products, marijuana, cannabis, and hemp
- Medical or health products lacking FDA approval or medical or health claims (including anti-aging creams, pills, and lotions)
- Personals or dating sites
- Tobacco, alcohol and firearms
- Casinos
- Solar, internet and telecommunication products and services

Final acceptance or rejection of an advertisement will be determined by Continental Divide Electric Cooperative.

Advertising Conditions

- Ad positioning is at Continental Divide's discretion, although advertisers' requests will be considered. Local advertising through Continental Divide Electric Cooperative is restricted to pages 4, 5, 8, 25, 28 and 29. Requests to advertise on any other page of Continental Divide's *enchantment* edition must be directed to the New Mexico Rural Electric Cooperatives.
- All advertisements are accepted and published by the Publisher on the representation and warranty that the advertiser and/or

Payment

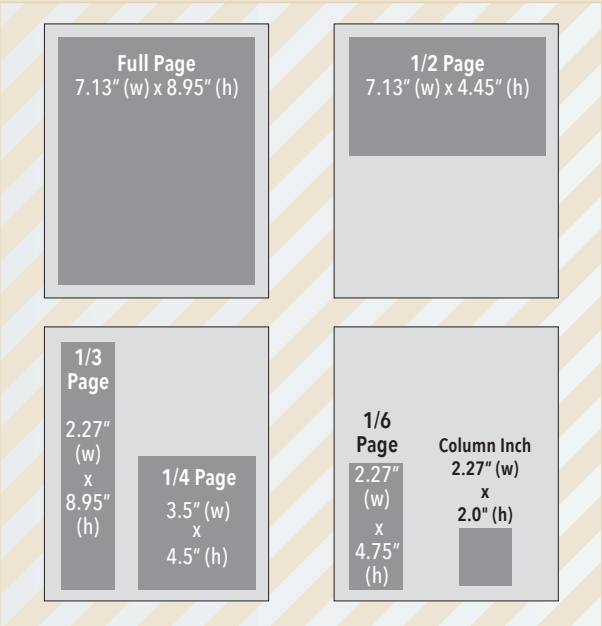
Payment is due upon invoice. Payment can be made by cash, check or credit card.

Advertising Contact

Mac Juarez, Member Services
(505) 285-6656, ext. 1015
mjuarez@cdec.coop

Deadlines

- | | |
|---|---|
| → March 2024 Issue
Purchase by: January 15, 2024 | → August 2024 Issue
Purchase by: June 15, 2024 |
| → April 2024 Issue
Purchase by: February 15, 2024 | → September 2024 Issue
Purchase by: July 15, 2024 |
| → May 2024 Issue
Purchase by: March 15, 2024 | → October 2024 Issue
Purchase by: August 15, 2024 |
| → July 2024 Issue
Purchase by: May 15, 2024 | → November 2024 Issue
Purchase by: September 15, 2024 |



Ad Builds – Continental Divide will build your advertisement at no additional cost. Ads submitted must be high-resolution PDF or EPS formats with fonts embedded.