

# Patagonia Regional Times



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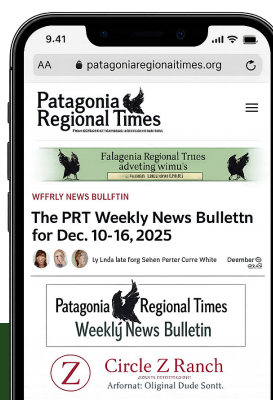
## AD RATES 2026-2027

*The Patagonia Regional Times, a free, nonprofit newspaper serving Patagonia, Sonoita, Elgin, and Canelo, is the voice of eastern Santa Cruz County.*

### OUR AUDIENCE:

- 2,500 copies of our monthly print edition.
- Weekly News e-Bulletin has 2,000 subscribers
- Website receives 17,300 visits/month,
- Facebook followers 2,913.

*When you advertise with the PRT, not only do you promote your business to a unique local audience, you support our mission to provide accurate, unbiased, timely local news and information. You help build community, support small businesses and local nonprofits and sustain a platform for civil discourse.*



# Patagonia Regional Times

## AD RATES 2026

PRINT ADS	ONE ISSUE	THREE ISSUES*	SIX ISSUES*	ONE YEAR* (10 ISSUES)
<b>FULL PAGE</b> (10"W X 14"H)	\$500	\$1,250	\$2,310	\$3,560
<b>HALF PAGE</b> VERTICAL (5"W X 14"H)	\$270	\$645	\$1,175	\$1,810
<b>HALF PAGE</b> HORIZONTAL (10"W X 7"H)	\$270	\$645	\$1,175	\$1,810
<b>BANNER AD</b> HORIZONTAL (10"W X 3"H)	\$180	\$415	\$755	\$1,160
<b>QUARTER PAGE</b> (5"W X 7"H)	\$150	\$335	\$600	\$920
<b>EIGHTH OF A PAGE</b> HORIZONTAL (5"W X 3"H)	\$100	\$200	\$370	\$540
<b>BUSINESS CARD</b> HORIZONTAL (3.25"W X 2"H)	\$80	\$148	\$244	\$360

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**Ads must be submitted as a pdf by the 15th of the month for next month's print issue. Graphic Design available if needed**

**Submit your ad at prtads@gmail.com or 520-313-6062**

\* Multi-issue rates only apply when bill is paid in full within 15 days of receiving invoice.

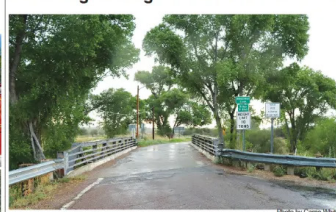
# Patagonia Regional Times

AUGUST/SEPTEMBER 2024 SERVING THE COMMUNITIES OF CANELO, ELGIN, PATAGONIA AND SONOITA VOL. 14 ISSUE 7

### Scenes From Our 4<sup>th</sup> of July



### Iconic Elgin Bridge Slated for Demolition



The future of the Babocomari Creek Bridge, found to be in poor condition, remains uncertain.

**By Carrie White**

In August 2022, two Santa Cruz County bridges were cited as "poor"—AZ Bridge #9003 (Hawbarrow Road) and AZ Bridge #8165 (Elgin). South21 funded the work needed on the Hawbarrow Road bridge. Which left the Elgin crossing to be addressed, said Leonard Fontes Jr., Santa Cruz County Public Works Director.

Coincidentally, ADOT sent out a call for projects on Oct. 9, 2023 regarding the availability of federal funds for the Off System Bridge Program. The county applied and their application was accepted. As a result, the county will receive \$1.9 million to replace the Babocomari Creek Bridge.

"These [federal funding] opportunities don't come around every day," Fontes said. For the county, it means very little local government money will be spent on the project. Also, ADOT will serve as administrator—hiring a project manager, creating the bridge design (FY 2024) and conducting the construction (FY 2027). "Our involvement is as a major stakeholder," Fontes said. "We want to make sure anything we do takes into account the future." That would include increased bicycle and pedestrian traffic, RVs, delivery services and public safety vehicles.

As to the bridge's qualifications for the National Register, the history of the crossing was researched by Downing, who was aided by Terri Businger-Powers and Allison Bunting. Their research provided information for the National

A journey's path is seldom straight. See Downing on that.

What would seem a near certainty—the addition of Elgin's 1922 Babocomari Creek Bridge to the National Register of Historic Places—has run into an obstacle.

Actually, two.

A 2009 inventory of the bridge prepared for the Arizona Department of Transportation's (ADOT) National Register of Historic Places Program (NHPWP) found it "unlighted" due to "alterations" circa 1940 and 1999.

"I know from the start that the average application [for the National Register of Historic Places] required over 100 hours in research but I did not anticipate ADOT throwing in the 'monkey wrench' that the bridge had been moved circa 1940," Downing wrote in an email. "None of my research supported this and it has delayed my attempt to get this 102-year-old bridge listed. It will be difficult to reverse this claim."

Then a 2022 ADOT report on bridge integrity found the structure "poor." And based on that report, it is scheduled for replacement by ADOT in 2027, using federal funds.

"ADOT inspects bridges on and off the state highway system at least every two years and shares the results with bridge owners," wrote Garin Croff, ADOT public information officer for Southern Arizona projects, in an email.

See Parade, p.5

See Bridge, p.3

# Patagonia Regional Times

## DIGITAL AD RATES 2026

WEBSITE ADS	ONE MONTH	THREE MONTHS*	SIX MONTHS*	ONE YEAR
<b>TOP BANNER AD</b> (728PX X 90PX) ALL PAGES	\$150	\$400	\$700	\$1,000
<b>300 X 600 PX</b> ALL PAGES	\$125	\$250	\$400	\$600
<b>300 X 250 PX</b> ALL PAGES EXCEPT HOME PAGE	\$100	\$200	\$300	\$400
WEEKLY NEWS BULLETIN ADS	ONE MONTH	THREE MONTHS*	SIX MONTHS*	ONE YEAR
<b>TOP BANNER AD</b> (728PX X 90PX)	\$150	\$350	\$630	\$780
<b>BOTTOM SQUARE</b> (300PX X 250PX)	\$120	\$200	\$300	\$500
<b>BUSINESS CARD AD</b> (255PX X 145PX)	\$100	\$150	\$250	\$380
SOCIAL MEDIA ADS	ONE POSTS	THREE POSTS	SIX POSTS	12 POSTS
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<b>INSTAGRAM</b> (1080PX X 1080PX)	\$80	\$160	\$250	\$430
<b>BOTH SOCIAL MEDIA PLATFORMS</b>	\$200	\$350	\$500	\$600

For digital campaigns, Patagonia Regional Times will provide website impressions, click-through rates and social media engagement metrics (likes, reach, shares, etc.)

\* Multi-issue months only apply when bill is paid in full within 15 days of receiving invoice.



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35% average open rate

#### Sections:

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- Community Events • Remember When? (from PRT archives)



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