

April 26, 2022



Mr. Brian Hile
1440 Fourth Street, SE
Apt. 315
Albuquerque, NM, MN 55025

Dear Mr. Hile,

I would like to take this opportunity to congratulate you on your decision to run for office. I would also like to wish you luck on your campaign!

If I may, I'd like to share with you we have a captive hyper-local audience with both our print and digital readers. THESE ARE YOUR VOTERS! Two out of three active voters are newspaper readers. They turn to their local newspapers and respective websites to make informed election decisions. Their habits are further outlined in the attached package on Page 3.

While pursuing separating yourself from the pack in the primary, please keep in mind it will be important you tell your story. What sets you apart from the field of candidates? How can you improve the lives of those in your jurisdiction? You have a platform and an agenda. We can help you convey your message and drive top-of-mind-awareness for all you stand for in a variety of ways.

To reach and inform the most voters, your message appearing in Albuquerque Publishing's newspapers and their respective websites will garner the highest audience readership available in the Greater Albuquerque and NM Suburban Area. Albuquerque Publishing newspapers and websites has been a part of New Mexican's lives for more nearly 100 years.

The fact is you cannot find in-depth local election reports and candidate profiles anywhere else than your local newspapers and websites. Your positions will be read, saved and reviewed by voters as they make their decisions.

We can assist you in delivering your messages to this engaged and desirable market easily and affordably. Put your message where it will be seen, read and acted upon. Please review the comprehensive package attached herewith.

I look forward to working with you on your campaign. I will follow up soon to discuss options.

Best regards,

A handwritten signature in blue ink that reads "Steve".

Steve Gall | Executive Ad Director | sgall@abqpubco.com | 970.343.0407