

# Smoky Mountain news.com

## ONLINE ADVERTISING

# Smoky Mountain news

Advertising | 2012

### RATES:

- TIER 1: \$200/MONTH**
  - Ads appearing adjacent to the masthead.
  - Billboard ad appearing below sidebar element.
  - Tier 1 ads may rotate with no more than one other ad per position.
  - Tier 1 ads appear on SMN homepage and subpages.
- TIER 2: \$100/MONTH**
  - Button ads appearing in upper right column.
  - Banner ad appearing across width of middle column.
  - Tier 2 ads may rotate with no more than two other ads per position.
  - Tier 2 ads appear on subpage of choice (depending on availability) or on homepage for \$20/mo. extra.
- TIER 3: \$50/MONTH**
  - Button ads appearing in lower right column.
  - Tier 3 ads will rotate with other ads as demand requires.
  - Tier 3 ads appear on subpage of choice (depending on availability) or on homepage for \$15/mo. extra.

*\*If requested, advertising can be purchased by impressions at a cost of 30¢ per thousand (CPM).  
\*\*Prices are guaranteed through June 30, 2012.*

### SIZES:

- **Anchor:** 234x79
- **Button:** 174x105
- **Billboard:** 260x180
- **Banner:** 546x60

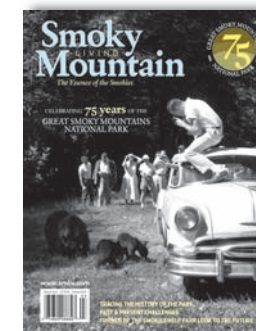
*\*Dimensions are given in pixels; width x height.*

### POLICY:

All advertising subject to approval of publisher. If a mistake occurs that is the fault of the publisher, we are responsible only for the cost of the advertisement. We agree to publish the correct ad at a discount, at no charge, or will offer the same amount of space to run a new advertisement. The advertiser/agency holds the publisher harmless for any claims resulting from advertisements published in The Smoky Mountain News.



Greg Boothroyd.....	828.506.4112
Whitney Burton.....	828.400.0947
Drew Cook.....	828.400.8253
Jason Nichols.....	828.734.3515
Lila Eason.....	828.400.0305



The Smoky Mountain News is a weekly newspaper covering Haywood, Jackson, Macon, Swain and Buncombe counties along with the Qualla Boundary. The Smoky Mountain News is distributed free at over 500 locations and to subscribers.

Because we cover news from the four counties and have opinions and editorials about local issues, our publication is of great interest to those who live year-round in these four counties.

In addition to hard news, we also have extensive arts, entertainment, books and

outdoor sections. These stories appeal to those who live here and those who may be visiting, making our newspaper the only weekly publication west of Asheville that caters to both residents and tourists.

The Smoky Mountain News serves a region with a population of approximately 155,000.

34 Church Street | Waynesville P: 828.452.4251 | F: 828.452.3585  
629 West Main Street | Sylva P: 828.631.4829 | F: 828.631.0789  
Post Office Box 629 | Waynesville, North Carolina 28786

smokymountainnews.com | wncmarketplace.com | wnctravel.com

## Publishing Dates

<b>January</b> 4,11,18,25	<b>February</b> 1,8,15,22,29	<b>March</b> 7,14,21,28	<b>April</b> 4,11,18,25
<b>May</b> 2,9,16,23,30	<b>June</b> 6,13,20,27	<b>July</b> 4,11,18,25	<b>August</b> 1,8,15,22,29
<b>September</b> 5,12,19,26	<b>October</b> 3,10,17,24,31	<b>November</b> 7,14,21,28	<b>December</b> 5,12,19,26

## Placement Deadline

Deadline is 5 p.m. Thursday for following Wednesday edition.

## Preferred Placement

20% above contract rate, subject to availability.

## Political Advertising

Ads are priced at the open rate and must be paid in advance.

## Agency Commission

Rates are non-commissionable. Agencies who buy space must add desired commission to established rates.

## Camera Ready Advertisements

Electronic files are preferred in the case of camera ready ads. File formats accepted are:

- PDF or EPS (fonts and images embedded)
- Quark (fonts and images included)

Camera ready ads are also accepted as black-on-white veloxes or laser prints printed at the actual size of the ad as it will appear in the paper. Any image included should be 300 dpi at 100 percent.

## WNC MarketPlace

Up to 25 words: \$9 pre-pay or \$10 to be billed  
Each additional line: \$2; Photographs, logos, or a frame: \$3  
Non-business for sale items up to 25 words

**Legals:** Legal rate \$0.75 per line

**Classified Display:**  
\$9 per column inch (ask for frequency rates)

**Statewide Classified Network:**  
Over 118 participating newspapers with  
over 1.7 million circulation: up to 25 words \$330  
All line classifieds are posted free at [www.wncmarketplace.com](http://www.wncmarketplace.com)

## Advertising Policy

All advertising subject to approval of publisher. If a mistake occurs that is the fault of the publisher, we are responsible only for the cost of the advertisement. We agree to publish the correct ad at a discount, at no charge, or will offer the same amount of space to run a new advertisement. The advertiser/agency holds the publisher harmless for any claims resulting from advertisements published in The Smoky Mountain News.

# Retail Display — Weekly

Advertisements do not have to run consecutively, but do need to run within 52 weeks of start date.

Size	Open	4-13 Weeks	14-26 Weeks	36-42 Weeks	52 Weeks
<b>Full Page</b>	<b>\$747</b>	<b>\$733</b>	<b>\$703</b>	<b>\$688</b>	<b>\$673</b>
<b>3/4</b>	<b>\$562</b>	<b>\$551</b>	<b>\$529</b>	<b>\$517</b>	<b>\$506</b>
<b>5/8</b>	<b>\$469</b>	<b>\$459</b>	<b>\$440</b>	<b>\$431</b>	<b>\$422</b>
<b>9/16</b>	<b>\$441</b>	<b>\$432</b>	<b>\$415</b>	<b>\$406</b>	<b>\$397</b>
<b>1/2</b>	<b>\$377</b>	<b>\$370</b>	<b>\$354</b>	<b>\$347</b>	<b>\$339</b>
<b>3/8</b>	<b>\$282</b>	<b>\$277</b>	<b>\$256</b>	<b>\$260</b>	<b>\$254</b>
<b>1/4</b>	<b>\$189</b>	<b>\$185</b>	<b>\$177</b>	<b>\$173</b>	<b>\$170</b>
<b>3/16</b>	<b>\$143</b>	<b>\$140</b>	<b>\$135</b>	<b>\$132</b>	<b>\$129</b>
<b>1/8</b>	<b>\$95</b>	<b>\$93</b>	<b>\$89</b>	<b>\$87</b>	<b>\$85</b>
<b>1/16</b>	<b>\$50</b>	<b>\$49</b>	<b>\$47</b>	<b>\$46</b>	<b>\$45</b>

**SMN Profile:** Business card ad with one classified line ad:  
\$40 (4-26 Consecutive Weeks • Color \$20 per week)  
\$37 (26-52 Consecutive Weeks • Color \$19 per week)

**Cover Stickers:** \$65-\$70 per thousand. 32,000 minimum.

**Inserts:** \$65-\$40 per thousand. 3,000 minimum. Ask your representative for quote on all inserts.

**Nonprofits:** Advertisers able to document their nonprofit tax status qualify for the 52 week consecutive rate.

Color	Open	26 Weeks	52 Weeks
Spot (1) Color	\$110	\$100	\$90
Process (4 Color)	\$180	\$165	\$150

**Online Advertising:** See Back

**Design & Custom Publishing:** Ask your representative

## Advertising Solutions

Our sales and design professionals collaborate individually with clients to develop effective print and online advertising campaigns. We can put your product or service in front of local, regional and national audiences. In addition to our newspaper, we publish a nationally distributed lifestyle magazine (Smoky Mountain Living), the largest circulation travel guide in the region (WNC Travel Guide), a Haywood County real estate magazine (Smoky Mountain Homes), The WNC Gallery Guide and more than two dozen custom publications.

## Distribution

The Smoky Mountain News is distributed in the following zip codes:

**Haywood County** – Balsam, 28707; Canton, 28716; Clyde, 28721; Hazelwood, 28738; Lake Junaluska, 28745; Maggie Valley, 28751; Waynesville, 28786, 28785

**Macon County** – Highlands, 28741; Franklin, 28734, 28744

**Jackson County** – Cashiers, 28717; Cullowhee, 28723; Dillsboro, 28725; Sylva, 28779; Tuckasegee, 28783; Whittier, 28789

**Swain County** – Bryson City, 28713; Cherokee, 28719

**Buncombe County** – Downtown, 28801; West Asheville, 28801; Enka 28728; Candler 28715

