

Online Advertising

Advertising | 2017

HOME PAGE RATES:

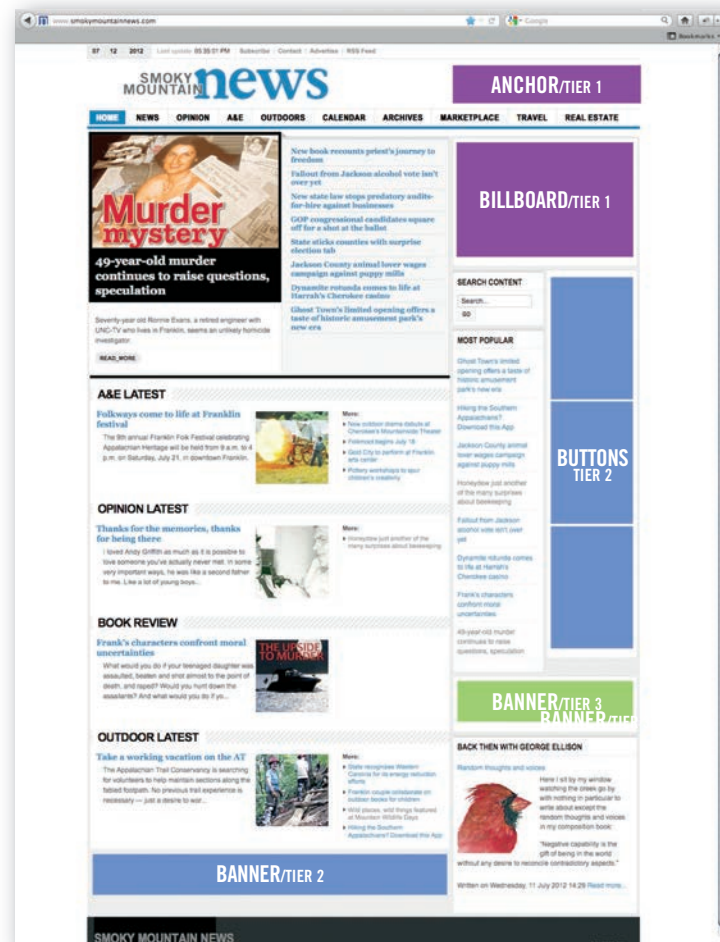
- TIER 1: \$220/MONTH**
 - Ads appearing adjacent to the masthead.
 - Billboard ad appearing below sidebar element.
 - Tier 1 ads may rotate with no more than one other ad per position.
 - TIER 2: \$120/MONTH**
 - Button ads appearing in right column.
 - Banner ad appearing across width of middle column.
 - Tier 2 ads may rotate with no more than four other ads per position.
 - TIER 3: \$70/MONTH**
 - Button ads appearing in lower right column.
 - Tier 3 ads will rotate with other ads as demand requires.
- *If requested, advertising can be purchased by impressions at a cost of 30¢ per thousand (CPM).
**Prices are guaranteed through July 31, 2015.*

CONTENT PAGE RATES:

ASK YOUR REPRESENTATIVE

SIZES:

- Anchor: 330x65
 - Button: 144x216
 - Billboard: 310x200
 - Banner T2: 615x72
 - Banner T3: 310x72
- *Dimensions are given in pixels; width x height.*



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.



Online Business Directories

The searchable business directories on our website are a fantastic way to advertise your business on the Internet. You can use the directory to send potential customers to your website, describe your products and your business, post photographs and video and link to social media.

DIRECTORY RATES:

ASK YOUR REPRESENTATIVE FOR DETAILS



Publishing Dates

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

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

- Free — Lost or found pet ads.
- \$5 — Residential yard sale ads.
- \$5 — Non-business items that sell for less than \$150.
- \$15 — Classified ads that are 50 words or less; each additional line is \$2.
- \$12 — If your ad is 10 words or less, it will be displayed with a larger type.
- \$3 — Border around ad and \$5 — Picture with ad or colored background.
- \$50 — Non-business items, 25 words or less. 3 month or till sold.
- \$300 — Statewide classifieds run in 117 participating newspapers with 1.6 million circulation. Up to 25 words.
- All classified ads must be pre-paid.

For a link to our MarketPlace Web site, which also contains a link to all of our MarketPlace display advertisers' Web sites, visit www.smokymountainnews.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
Full Page	\$825	\$808	\$775	\$758	\$742
3/4 Page	\$620	\$608	\$583	\$570	\$558
5/8 Page	\$517	\$506	\$486	\$475	\$465
9/16 Page	\$486	\$476	\$457	\$447	\$438
1/2 Page	\$416	\$407	\$391	\$382	\$374
3/8 Page	\$311	\$305	\$292	\$286	\$280
1/4 Page	\$208	\$204	\$195	\$191	\$187
3/16 Page	\$158	\$155	\$149	\$145	\$142
1/8 Page	\$105	\$102	\$98	\$96	\$94
1/16 Page	\$55	\$54	\$51	\$50	\$49

SMN Profile: Business card ad

with one classified line ad:

\$44 (4-26 Consecutive Weeks • Color \$22 per week)

\$41 (26-52 Consecutive Weeks • Color \$21 per week)

Cover Stickers: \$40-\$70 per thousand.*

Inserts: \$40-\$65 per thousand.

3,000 minimum.*

*Design fee may apply.

*Ask your representative for a quote.

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 = 16,500 per week

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;

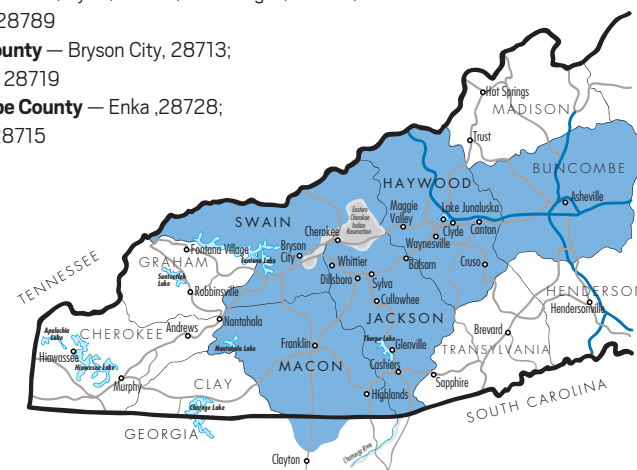
Whittier, 28789

Swain County — Bryson City, 28713;

Cherokee, 28719

Buncombe County — Enka, 28728;

Candler, 28715



Retail		Classified	
Width	Inches	Width	Inches
1 col	2.16"	1 col	1.4"
2 col	4.5"	2 col	3"
3 col	6.85"	3 col	4.65"
4 col	9.2"	4 col	6.28"
col height 11"		5 col	7.9"
		6 col	9.2"

Full page 4col x 11"	1/2 2col x 11"	3/8 2col x 8.25"	1/4 4col x 2.6"
1/8 1col	1/16 1col	3/16 3col x 2.6"	3/8 4col x 4"
1/4 2col x 5.4"	1/16 2col x 1.2"	1/2 3col x 5.4"	3/16 1col
1/4 2col x 5.4"	3/16 2col x 4"	1/2 4col x 5.4"	3/4 3col x 11"
9/16 3col x 8.25"	3/16 1col	3/4 4col x 4"	5/8 4col x 6.87"

4 col = 9.2 3 col = 6.85 2 col = 4.5 1 col = 2.16