

Mountain Times

PUBLICATIONS

5 Newspapers

Readership
Over 50,000

5 Websites

Delivering Over
1,000,000
page views
each month

4 Magazines

All About Women, a magazine devoted exclusively to the women of the High Country and relevant issues.

Summer, Autumn and Winter Times tourism magazines offer the only source for comprehensive information to visitors, seasoned residents and local residents interested in the High Country's recreational, entertainment, shopping and dining venues.



Watauga Democrat

The Mountain Times

Ashe Post & Times

^{The}Avery
Journal
Times

The **Blowing Rocket**

All About
WOMEN

why newspapers? why mountain times?†

factuality

credibility.

75% of readers say
"I trust my newspaper
more than any other
source of news."
More than 130 years
of service to our
community.

relevancy.

Over half of all
readers use the local
newspaper as a
preferred source of
local community
information.

reach.

Over 50% readership
every week and up
to 77% readership in
a month!

best audience.

Over **half** of our readers earn more than \$50,000
annually. 9.8% earn \$125,000 or more. Readers
are well educated, 92% high school graduates,
20% college degrees and 26% post-graduate.

professionalism.

Winner of multiple
NC Press Association
Advertising and
Editorial Awards
every year.

reality

†because we care about your success
and believe in our community.

we're real. our newspapers' circulations are audited.

we're honest. we use google analytics and show you the reports.

we're passionate. we believe in our advertisers and always work in your best interest.

we believe in what we do.

we're trained professionals in this industry.

we're continuously thinking of ways to improve. we welcome your ideas.

Publishes: Wednesday
Deadline: Monday 8:30am

www.AshePostandTimes.com

OPEN RATES

SIZE	1x (\$34.94 PCI)
2x3	\$209.64
EIGHTH	\$524.10
QUARTER	\$1,100.61
HALF	\$2,201.22
FULL	\$4,402.44

See last page for ad sizes.

Combination Rates apply to ads
repeated in Multiple Newspapers
in One Week

Combination rates
(per column inch)
2 newspapers - \$47.34
3 newspapers - \$51.87
4 newspapers - \$54.44
5 newspapers - \$60.29



BUSINESS
BUILDER

Sixteenth Page Weekly for 13 Consecutive Weeks in Four Newspapers \$123.20 weekly
DEADLINES: MONDAY 8:30AM

COLOR

• FULL COLOR: OPEN 13X 39X • ONE COLOR: OPEN 13X 39X
\$335 \$300 \$250 \$200 \$165 \$125

3-MONTH PLAN
(FLEX)

Quarter Page
(or total 24
column inches)
or More Monthly
for 3 Consecutive
Months

SIZE	(8.19 PCI)
2x3	\$49.14
EIGHTH	\$122.85
QUARTER	\$257.99
HALF	\$515.97
FULL	\$1,031.94

See last page for ad sizes.

Combination
Rates apply to
ads repeated in
Multiple
Newspapers in
One Week

Combination rates
with Contract (PCI)
2 newspapers - \$19.10
3 newspapers - \$22.38
4 newspapers - \$23.24
5 newspapers - \$24.72

GRAPHICS GUIDELINES

Camera-ready Submissions
PDF - with fonts embedded or converted to paths or curves.
Minimum 200 dpi resolution at 100%. Color ads must be CMYK.
For best reproduction of color ads, we recommend 100% black
for text. Avoid small reverse type on a built color.

• Please label your PDF simply and clearly as to what the ad is. Multiple file uploads must be compressed into one folder.
Note: All display advertising MUST be pre-arranged through Mountain Times Publications Advertising Department before
sending any ad materials.

Ad Build Submissions
We accept the following ad-building materials:
PDF, JPEG, TIF, EPS. Scannable documents no larger
than 11 x 17. Other files by prior arrangement only.
We cannot accept Publisher files.

TERMS

All rates are subject to change. Publisher retains
right to change contracted rates with 30 days notice
to advertiser. Terms of Payment - Except for those
firms and individuals having established credit with
Mountain Times Publications, all advertising is cash
with order. All charged advertising is due and
payable 10 days from date of invoice. A service
charge of 1-1/2% per month will be applied to all
balances unpaid before 30 days from date of
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and severally liable until payment is received in full,
up to and including all applicable finance charges,
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per item returned check charge. All invoices are
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**Billing disputes must be submitted in writing no
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Please see current rate card for all terms applicable.

Tim Walker, Sales Manager: tim.walker@mountaintimes.com

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For Additional Information: 828-264-1881

Publishes: Wednesday
Deadline: Monday 8:30am

www.AveryJournalTimes.com

OPEN RATES

SIZE	1x (\$16.48 PCI)
2x3	\$98.88
EIGHTH	\$247.20
QUARTER	\$519.12
HALF	\$1,038.24
FULL	\$2,076.48

See last page for ad sizes.

Combination Rates apply to ads repeated in Multiple Newspapers in One Week

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Watauga Democrat The Mountain Times Ashe Post & Times The Blowing Rock

BUSINESS BUILDER

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COLOR

• **FULL COLOR:** OPEN 13X 39X
\$335 \$300 \$250
• **ONE COLOR:** OPEN 13X 39X
\$200 \$165 \$125

3-MONTH PLAN (FLEX)

Quarter Page (or total 24 column inches) or More Monthly for 3 Consecutive Months

SIZE	(7.91 PCI)
2x3	\$47.46
EIGHTH	\$118.65
QUARTER	\$249.17
HALF	\$498.33
FULL	\$996.66

See last page for ad sizes.

Combination Rates apply to ads repeated in Multiple Newspapers in One Week

Combination rates with Contract (PCI)
2 newspapers - \$19.10
3 newspapers - \$22.38
4 newspapers - \$23.24
5 newspapers - \$24.72

GRAPHICS GUIDELINES

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For Additional Information: 828-264-1881

Publishes: Thursday
Deadline: Monday 2pm

www.BlowingRocket.com

OPEN RATES

SIZE	1x (\$10.67 PCI)
2x3	\$64.02
EIGHTH	\$160.05
QUARTER	\$336.11
HALF	\$672.21
FULL	\$1,344.42

See last page for ad sizes.

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Combination rates (per column inch)

2 newspapers - \$47.34
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Watanga Democrat The Mountain Times Ashe Post & Times **Avery** Journal Times

BUSINESS BUILDER

Sixteenth Page Weekly for 13 Consecutive Weeks in Four Newspapers \$123.20 weekly
DEADLINES: MONDAY 8:30AM

COLOR

• **FULL COLOR:** OPEN 13X 39X
\$335 \$300 \$250

• **ONE COLOR:** OPEN 13X 39X
\$200 \$165 \$125

3-MONTH PLAN (FLEX)

Quarter Page (or total 24 column inches) or More Monthly for 3 Consecutive Months

SIZE	(3.83 PCI)
2x3	\$22.98
EIGHTH	\$57.45
QUARTER	\$120.65
HALF	\$241.29
FULL	\$482.58

See last page for ad sizes.

Combination Rates apply to ads repeated in Multiple Newspapers in One Week

Combination rates with Contract (PCI)

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For Additional Information: 828-264-1881

Publishes: Wednesday
Deadline: Monday 8:30am

www.WataugaDemocrat.com

OPEN RATES

SIZE	1x (\$43.12 PCI)
2x3	\$258.72
EIGHTH	\$646.80
QUARTER	\$1,358.28
HALF	\$2,716.56
FULL	\$5,433.12

See last page for ad sizes.

Combination Rates apply to ads repeated in Multiple Newspapers in One Week

Combination rates (per column inch)

2 newspapers - \$47.34
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5 newspapers - \$60.29

The Mountain Times Ashe Post & Times The Blowing Rock Journal Times

BUSINESS BUILDER

Sixteenth Page Weekly for 13 Consecutive Weeks in Four Newspapers \$123.20 weekly
DEADLINES: MONDAY 8:30AM

COLOR

• FULL COLOR: OPEN 13X 39X
\$335 \$300 \$250

• ONE COLOR: OPEN 13X 39X
\$200 \$165 \$125

3-MONTH PLAN (FLEX)

Quarter Page (or total 24 column inches) or More Monthly for 3 Consecutive Months

SIZE	(7.85 PCI)
2x3	\$47.10
EIGHTH	\$117.75
QUARTER	\$247.28
HALF	\$494.55
FULL	\$989.10

See last page for ad sizes.

Combination Rates apply to ads repeated in Multiple Newspapers in One Week

Combination rates with Contract (PCI)

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GRAPHICS GUIDELINES

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Distribution: Wed. and Thurs.

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EIGHTH	\$646.80
QUARTER	\$1,358.28
HALF	\$2,716.56
FULL	\$5,433.12

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Watauga Democrat Ashe Post & Times The Blowing Rock Avery Journal

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DEADLINES: MONDAY 8:30AM

COLOR

• **FULL COLOR:** OPEN 13X 39X
\$335 \$300 \$250

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\$200 \$165 \$125

3-MONTH PLAN (FLEX)

Quarter Page (or total 24 column inches) or More Monthly for 3 Consecutive Months

SIZE	(13.80 PCI)
2x3	\$82.80
EIGHTH	\$207.00
QUARTER	\$434.70
HALF	\$869.40
FULL	\$1,738.80

See last page for ad sizes.

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Combination rates with Contract (PCI)

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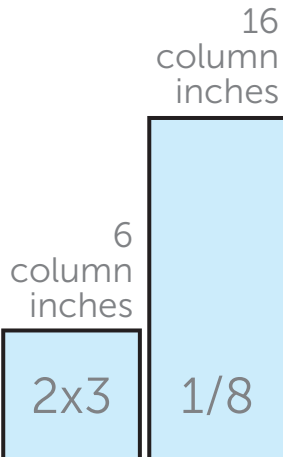
For Additional Information: 828-264-1881

2x3

3.25 in x 3 in

EIGHTH PAGE

3.25 in x 8 in



QUARTER PAGE

4.9375 in x 10.5 in

31.50 column inches

1/4

Most Common Ad Sizes

Charges based on space used (per column inch)

VERTICAL HALF PAGE

4.9375 in x 21 in

V 1/2

63 column inches

HORIZONTAL HALF PAGE

10 in x 10.5 in

63 column inches

H 1/2

FULL PAGE

10 in x 21 in

126 column inches