

# 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?†

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## 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

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

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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 (\$43.06 PCI)
2x3	\$258.36
EIGHTH	\$688.96
QUARTER	\$1,356.39
HALF	\$2,712.78
FULL	\$5,425.56

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 - \$49.22  
3 newspapers - \$53.94  
4 newspapers - \$56.60

Watauga Democrat

The Mountain Times

Avery Journal Times

## BUSINESS BUILDER

Sixteenth Page Weekly for 13 Consecutive Weeks in Four Newspapers \$128.12 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	(8.52 PCI)
2x3	\$51.12
EIGHTH	\$127.80
QUARTER	\$268.38
HALF	\$536.76
FULL	\$1,073.52

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 - \$19.86  
3 newspapers - \$23.28  
4 newspapers - \$24.16

## 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 invoice. Agencies and advertisers are held jointly and severally liable until payment is received in full, up to and including all applicable finance charges, collection costs, court costs and attorneys' fees incurred in the course of recovery. There is a \$25 per item returned check charge. All invoices are considered accurate and due under these terms. **Billing disputes must be submitted in writing no later than 30 days after due date for consideration.**

Please see current rate card for all terms applicable.

For Additional Information: 828-264-1881

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

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Publishes: Wednesday  
Deadline: Monday 8:30am

www.AveryJournalTimes.com

## OPEN RATES

SIZE	1x (\$24.99 PCI)
2x3	\$149.94
EIGHTH	\$399.84
QUARTER	\$787.19
HALF	\$1,574.37
FULL	\$3,148.74

See last page for ad sizes.

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2 newspapers - \$49.22  
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Watanga Democrat

The Mountain Times

Ashe Post & Times

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\$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	(8.23 PCI)
2x3	\$49.38
EIGHTH	\$123.45
QUARTER	\$259.25
HALF	\$518.49
FULL	\$1,036.98

See last page for ad sizes.

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2 newspapers - \$19.86  
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For Additional Information: 828-264-1881

Publishes: Wednesday  
Deadline: Monday 8:30am

www.WataugaDemocrat.com

## OPEN RATES

SIZE	1x (\$48.30 PCI)
2x3	\$289.80
EIGHTH	\$772.80
QUARTER	\$1,521.45
HALF	\$3,042.90
FULL	\$6,085.80

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 - \$49.22  
3 newspapers - \$53.94  
4 newspapers - \$56.60



## 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	(8.16 PCI)
2x3	\$48.96
EIGHTH	\$122.40
QUARTER	\$257.04
HALF	\$514.08
FULL	\$1,028.16

See last page for ad sizes.

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**Combination rates with Contract (PCI)**  
2 newspapers - \$19.86  
3 newspapers - \$23.28  
4 newspapers - \$24.16

## GRAPHICS GUIDELINES

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For Additional Information: 828-264-1881

Publishes: Thursday  
Deadline: Monday 2pm

Distribution: Wed. and Thurs.

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2x3	\$289.80
EIGHTH	\$772.80
QUARTER	\$1,521.45
HALF	\$3,042.90
FULL	\$6,085.80

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Watauga Democrat

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**DEADLINES: MONDAY 8:30AM**

## COLOR

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\$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	(14.35 PCI)
2x3	\$86.10
EIGHTH	\$215.25
QUARTER	\$452.03
HALF	\$904.05
FULL	\$1,808.10

See last page for ad sizes.

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

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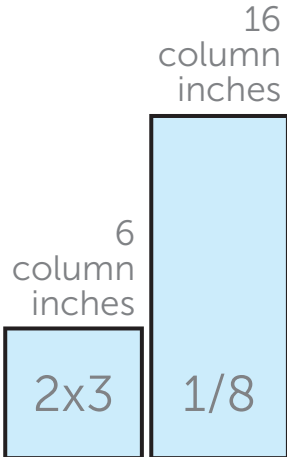
For Additional Information: 828-264-1881

**2x3**

3.25 in x 3 in

**EIGHTH PAGE**

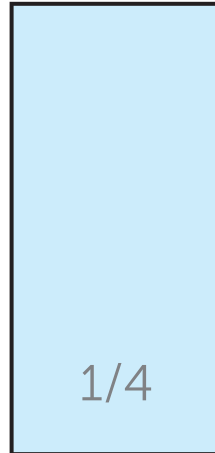
3.25 in x 8 in



**QUARTER PAGE**

4.9375 in x 10.5 in

31.50 column inches



**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