



Online Advertising Media Kit

credibility. relevancy. reach. best audience. professionalism.

Mountain Times

P U B L I C A T I O N S

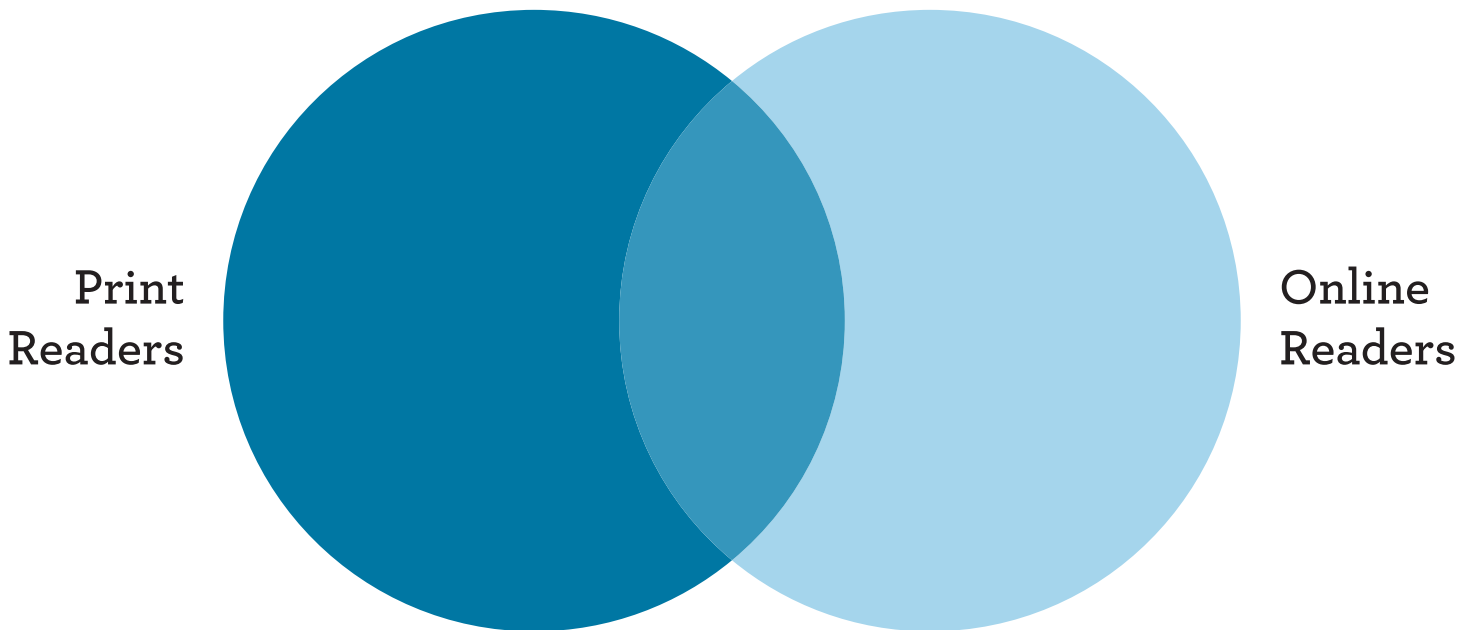
Online Advertising

wataugademocrat.com
mountaintimes.com
blowingrocket.com
averyjournal.com
ashemountaintimes.com



**Over
900,000
Page Views
per Month**

Put your message in front of print and online readers



Online advertising allows you to:

- target customers within specific time periods (*months, days, hours*)
- see concrete results of your ad campaign (*click throughs to your website*)
- increase traffic to your website or social media page

online ad rates

PHENOMONAL READERSHIP THAT
EXTENDS REACH FAR BEYOND PRINT PUBLICATIONS.
NO OTHER NEWS SOURCE DELIVERS AS MUCH LOCAL,
RELEVANT INFORMATION KEEPING READERS
IN TOUCH WITH YOU!

- High visibility at the top of the page
- Ideal for rich media
- Linked to your website
- Approved IAB (Internet Advertising Bureau) Ad Size

728 x 90
leaderboard

200 x 90

Standard Ad Spaces

(728 x 90, 300 x 250, 300 x 600)

ROS (Run of Site)

10,000 - \$125

20,000 - \$200

30,000 - \$300

40,000 - \$375

50,000 - \$400

75,000 - \$500

100,000 - \$650

150,000 - \$950

225,000 - \$1,300

Other Spaces

(200 x 90, 468 x 60)

\$5/per 1,000

300 x 250

- Ideal for all types of media
- Ideal for unit video placement

300 x 600
half page

- Large format / high visibility unit
- Ideal for in unit video placement
- Ideal for all types of rich media
- Linked to your website
- Approved IAB (Internet Advertising Bureau) Ad Unit

468 x 60

(example ad boxes appear smaller than actual ad size)

Two-thirds of all adult internet users visit newspaper websites monthly! Newspaper websites offer 108.3 million visitors every month.

How America Shops, NAA March 2011, Frank N. Magid and Associates Minneapolis, MN

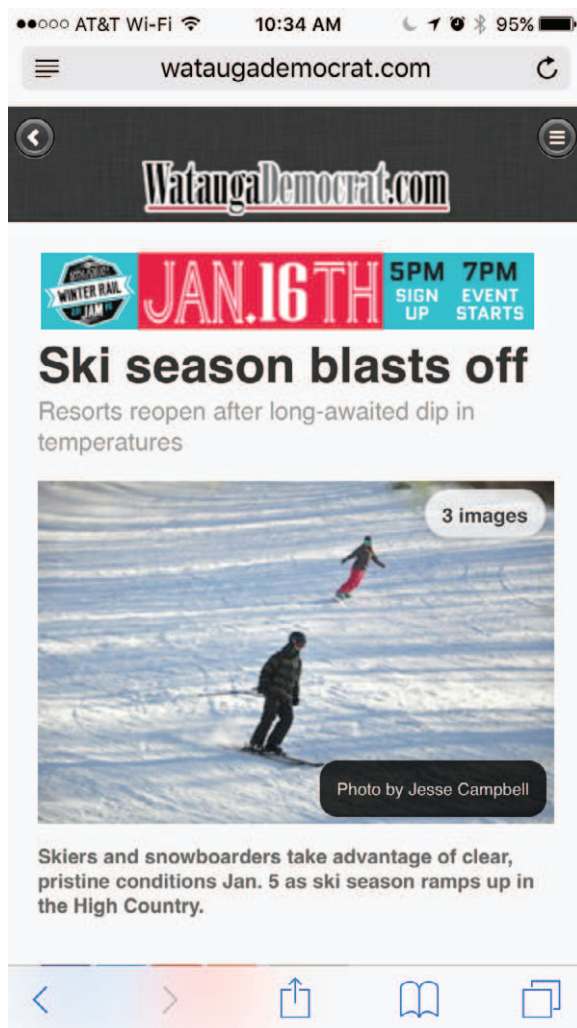
MOBILE ADVERTISING

Mountain Times
PUBLICATIONS

*Reach
People
Where
They
ARE!*

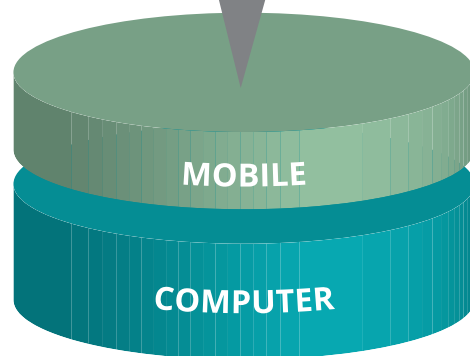
320 x 50

300 x 250



*Nearly
one third*

*of our web traffic now
comes on mobile
devices – over 250,000
page views per
month.*



FLEX

(3 Month Agreement)

30,000 impressions - \$200
50,000 impressions - \$300
75,000 impressions - \$500
125,000 impressions - \$750

OPEN

\$10 per 1,000
impressions

WEBSITES

- ☐ WataugaDemocrat.com
- ☐ MountainTimes.com
- ☐ AsheMountainTimes.com
- ☐ AveryJournal.com
- ☐ BlowingRocket.com

online ad rates

PHENOMONAL READERSHIP THAT
EXTENDS REACH FAR BEYOND PRINT PUBLICATIONS.
NO OTHER NEWS SOURCE DELIVERS AS MUCH LOCAL,
RELEVANT INFORMATION KEEPING READERS
IN TOUCH WITH YOU!

- High visibility at the top of the page
- Ideal for rich media
- Linked to your website
- Approved IAB (Internet Advertising Bureau) Ad Size

\$300/month

728 x 90
leaderboard

200 x 90

\$100/month

20% Share of Voice Rotation

Home Page

News

Entertainment

Photos

Calendar

Classifieds

300 x 250

- Ideal for all types of media
- Ideal for unit video placement

\$300/month

300 x 600
half page

- Large format / high visibility unit
- Ideal for in unit video placement
- Ideal for all types of rich media
- Linked to your website
- Approved IAB (Internet Advertising Bureau) Ad Unit

\$300/month

\$100/month

468 x 60

(example ad boxes appear smaller than actual ad size)

Two-thirds of all adult internet users visit newspaper websites monthly! Newspaper websites offer 108.3 million visitors every month.

How America Shops, NAA March 2011, Frank N. Magid and Associates Minneapolis, MN

online ad rates

PHENOMONAL READERSHIP THAT EXTENDS REACH FAR BEYOND PRINT PUBLICATIONS. NO OTHER NEWS SOURCE DELIVERS AS MUCH LOCAL, RELEVANT INFORMATION KEEPING READERS IN TOUCH WITH YOU!

- High visibility at the top of the page
- Ideal for rich media
- Linked to your website
- Approved IAB (Internet Advertising Bureau) Ad Size

\$200/month

728 x 90
leaderboard

200 x 90

\$75/month

20% Share of Voice Rotation

Home Page

News

Sports

Classifieds

Centennial

1 Ad **\$200/month** (\$50/week)

- exclusive sponsorships are available

300 x 250

- Ideal for all types of media
- Ideal for unit video placement

\$200/month

300 x 600
half page

- Large format / high visibility unit
- Ideal for in unit video placement
- Ideal for all types of rich media
- Linked to your website
- Approved IAB (Internet Advertising Bureau) Ad Unit

\$200/month

\$75/month

468 x 60

(example ad boxes appear smaller than actual ad size)

Two-thirds of all adult internet users visit newspaper websites monthly! Newspaper websites offer 108.3 million visitors every month.

How America Shops, NAA March 2011, Frank N. Magid and Associates Minneapolis, MN

online ad rates

PHENOMONAL READERSHIP THAT
EXTENDS REACH FAR BEYOND PRINT PUBLICATIONS.
NO OTHER NEWS SOURCE DELIVERS AS MUCH LOCAL,
RELEVANT INFORMATION KEEPING READERS
IN TOUCH WITH YOU!

- High visibility at the top of the page
- Ideal for rich media
- Linked to your website
- Approved IAB (Internet Advertising Bureau) Ad Size

\$250/month

728 x 90
leaderboard

200 x 90

\$75/month

20% Share of Voice Rotation

Home Page

News

Sports

Obits

Community

Classifieds

1 Ad **\$250/month** (\$62.50/week)

- exclusive sponsorships are available

300 x 250

- Ideal for all types of media
- Ideal for unit video placement

\$250/month

300 x 600
half page

- Large format / high visibility unit
- Ideal for in unit video placement
- Ideal for all types of rich media
- Linked to your website
- Approved IAB (Internet Advertising Bureau) Ad Unit

\$250/month

\$75/month

468 x 60

(example ad boxes appear smaller than actual ad size)

Two-thirds of all adult internet users visit newspaper websites monthly! Newspaper websites offer 108.3 million visitors every month.

How America Shops, NAA March 2011, Frank N. Magid and Associates Minneapolis, MN

online ad rates

PHENOMONAL READERSHIP THAT
EXTENDS REACH FAR BEYOND PRINT PUBLICATIONS.
NO OTHER NEWS SOURCE DELIVERS AS MUCH LOCAL,
RELEVANT INFORMATION KEEPING READERS
IN TOUCH WITH YOU!

- High visibility at the top of the page
- Ideal for rich media
- Linked to your website
- Approved IAB (Internet Advertising Bureau) Ad Size

\$150/month

728 x 90
leaderboard

200 x 90

\$50/month

20% Share of Voice Rotation

Home Page

News

Sports

Obits

Community

Events

Classifieds

300 x 250

- Ideal for all types of media
- Ideal for unit video placement

\$150/month

300 x 600
half page

- Large format / high visibility unit
- Ideal for in unit video placement
- Ideal for all types of rich media
- Linked to your website
- Approved IAB (Internet Advertising Bureau) Ad Unit

\$150/month

\$50/month

468 x 60

(example ad boxes appear smaller than actual ad size)

Two-thirds of all adult internet users visit newspaper websites monthly! Newspaper websites offer 108.3 million visitors every month.

How America Shops, NAA March 2011, Frank N. Magid and Associates Minneapolis, MN

online ad rates

The High Country's ONLY women's magazine, *All About Women*, has a fantastic new webpage! Featuring the same wonderful stories that appear in your favorite monthly magazine PLUS additional stories, recipes, health, fitness tips and so much more.

PAGE SPONSORSHIP

- High visibility at the top of the page
- Ideal for rich media
- Linked to your website

\$150/month
33% SOV Top & Bottom

728 x 90
leaderboard

DEAL OF THE WEEK

200 x 90

\$50/week - 100% SOV
Run of Site Top & Bottom

20% Share of Voice Rotation

Home Page

Features

Living Well

Style

Relationships

All About Me

Cuisine

In the News

RUN OF SITE

300 x 250

- Ideal for all types of media
- Ideal for unit video placement

\$100/month
25% SOV Across All Pages

RUN OF SITE

300 x 600
half page

- Large format / high visibility unit
- Ideal for in unit video placement
- Ideal for all types of rich media
- Linked to your website
- Approved IAB (Internet Advertising Bureau) Ad Unit

\$150/month
25% SOV Across All Pages

OFF THE RAIL SPONSOR

\$75/month
100% SOV per page

468 x 60

The only ad space to appear on the story side

(example ad boxes appear smaller than actual ad size)

AAWmag.com has been embraced by thousands of regular viewers and Facebook followers. Each ad space can provide multiple rotating panels to attract the reader plus enough room to deliver all the details about your business. Running a special? Try our Deal Of The Week space!

Pencil Pushdown Ads

A truly unique branding opportunity that allows your ad to take over much of the home page for 15 seconds.



960 x 30



960 x 250

Appears on Every Home Page view

Pricing:

- wataugademocrat.com - \$150/day
- ashemountaintimes.com - \$75/day
- averyjournal.com - \$75/day
- mountaintimes.com - \$75/day
- blowingrocket.com - \$75/day
- aawmag.com - \$75/day

online ad rates



HighCountryNC.com

live the adventure

The Premiere
Tourism Website
for the High Country

- High visibility at the top of the page
- Ideal for rich media
- Linked to your website
- Approved IAB (Internet Advertising Bureau) Ad Size

25% SOV/month
\$150

728 x 90
leaderboard

200 x 90

100% SOV/mo. - \$100

Welcome • Great information about High Country climate, our mountain towns and real estate

Stay • Where to camp, bed & breakfasts, hotel/motels, cabin rentals, beautiful resorts and RV sites

Play • Every outdoor activity from biking to aiplines as well as fishing & hunting, golf, equestrian and, of course, snow sports

Eat • Featuring our wonderful restaurants and taverns, nationally recognized breweries and wineries of the High Country

Shop • Where to get outdoor gear, mountain pottery, our famous Appalachian general stores, antique shops and unique clothing stores

Own • All about real estate in the High Country

Events • Our local calendar of events for attractions and activities

Services • Where to find local churches, emergency information (911, EMS and health needs)

Seasonal • A summary of local seasonal events and activities unique to the High Country

Entertainment • Locate great local art galleries, High Country theater listngs, seasonal sports and festivals

Marketplace • Local business directory

300 x 250

- Ideal for all types of media
- Ideal for unit video placement

25% SOV/month
\$150

300 x 600
half page

- Large format / high visibility unit
- Ideal for in unit video placement
- Ideal for all types of rich media
- Linked to your website
- Approved IAB (Internet Advertising Bureau) Ad Unit

20% SOV/month
\$150

100% SOV/month
\$100

468 x 60

(example ad boxes appear smaller than actual ad size)

Page Sponsorship and Sponsored Content

- Publish articles, pictures and videos on targeted pages including Home Page. Content resides on target page as long as you are sponsor.