



MOUNTAIN
Xpress
www.mountainx.com

19 years of local matters

● advertising rates 2012

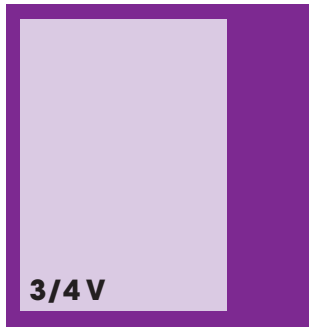
AD SIZES

S=standard • V=vertical • H=horizontal



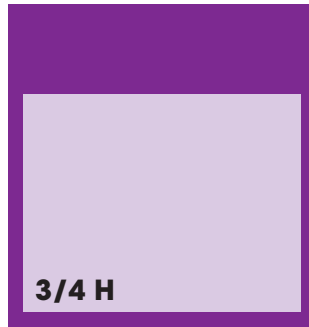
Full Page

9.9375" x 10.425"



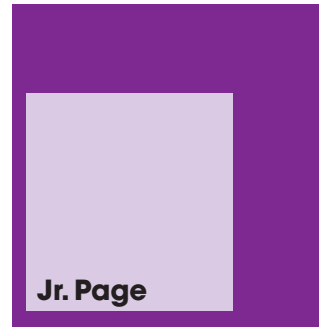
3/4 V

7.4219" x 10.425"



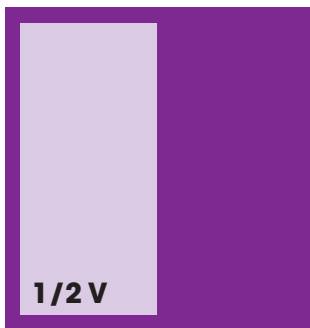
3/4 H

9.9375" x 7.7875"



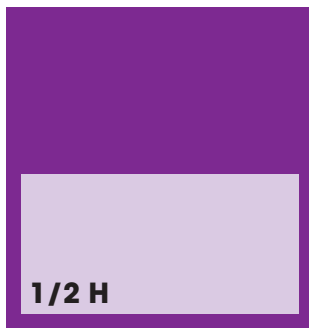
Jr. Page

7.4219" x 7.7875"



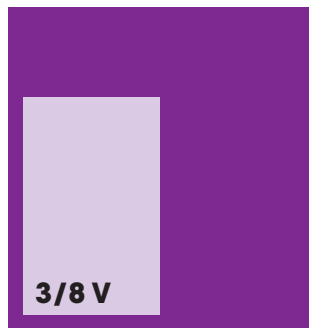
1/2 V

4.9063" x 10.425"



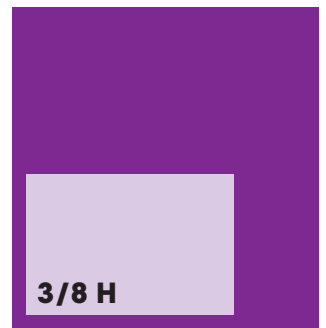
1/2 H

9.9375" x 5.15"



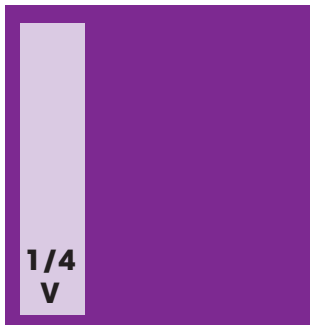
3/8 V

4.9063" x 7.7875"



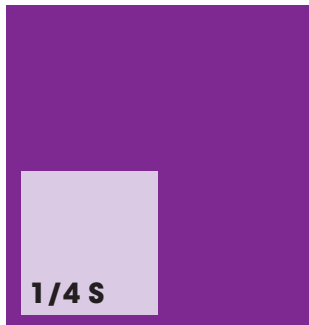
3/8 H

7.4219" x 5.15"



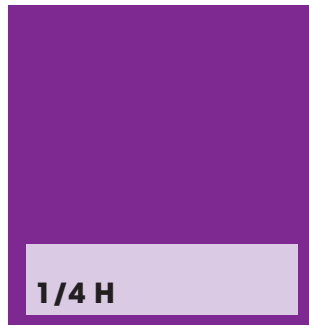
1/4 V

2.3906" x 10.425"



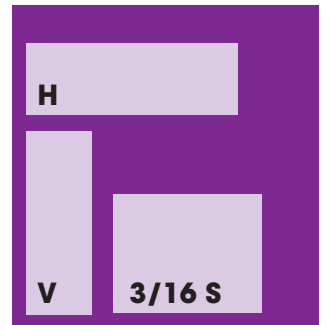
1/4 S

4.9063" x 5.15"



1/4 H

9.9375" x 2.5125"

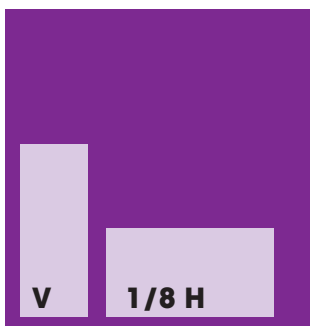


H

V

3/16 S

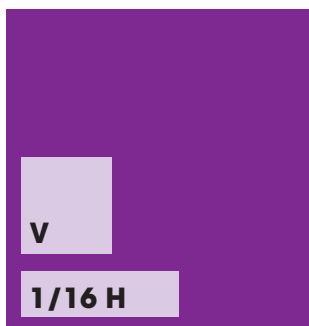
S: 4.9063" x 3.8313"
V: 2.3906" x 7.7875"
H: 7.4219" x 2.5125"



V

1/8 H

V: 2.3906" x 5.15"
H: 4.9063" x 2.5125"



V

1/16 H

V: 2.3906" x 2.5125"
H: 4.9063" x 1.1937"



Marketplace ONLY
3/32 Page

V

H

V: 2.3906" x 3.889"
H: 3.649" x 2.5125"



Marketplace ONLY
1/32 Page

V

H

V: 1.137" x 2.5125"
H: 2.3906" x 1.1937"

COLOR RATES

(COST PER AD)

| CAMPAIGN FREQUENCY | One Time | 4-Pack | 6 Weeks* | 12-Pack Monthly | 13-Pack Bi-Weekly | 13 Week* | 26 Pack Bi-Weekly | 26 Weeks* | 39-Pack | 52 Weeks* |
|--------------------|----------|---------|----------|-----------------|-------------------|----------|-------------------|-----------|---------|-----------|
| DISCOUNT | | 7% | 12% | 12% | 16% | 20% | 25% | 30% | 35% | 40% |
| SIZE | | | | | | | | | | |
| Full Page | \$1,365 | \$1,269 | \$1,201 | \$1,201 | \$1,147 | \$1,092 | \$1,024 | \$956 | \$887 | \$819 |
| 3/4 Page | \$1,062 | \$987 | \$934 | \$934 | \$892 | \$849 | \$796 | \$743 | \$690 | \$637 |
| Junior Page | \$834 | \$776 | \$734 | \$734 | \$701 | \$667 | \$626 | \$584 | \$542 | \$501 |
| 1/2 Page | \$752 | \$700 | \$662 | \$662 | \$632 | \$602 | \$564 | \$527 | \$489 | \$451 |
| 3/8 Page | \$593 | \$551 | \$522 | \$522 | \$498 | \$474 | \$445 | \$415 | \$385 | \$356 |
| 1/4 Page | \$421 | \$392 | \$371 | \$371 | \$354 | \$337 | \$316 | \$295 | \$274 | \$253 |
| 3/16 Page | \$333 | \$309 | \$293 | \$293 | \$280 | \$266 | \$250 | \$233 | \$216 | \$200 |
| 1/8 Page | \$241 | \$225 | \$212 | \$212 | \$203 | \$193 | \$181 | \$169 | \$157 | \$145 |
| 1/16 Page | \$139 | \$129 | \$122 | \$122 | \$117 | \$111 | \$104 | \$97 | \$90 | \$83 |

MARKETPLACE ONLY SIZES

| | | | | | | | | | | |
|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 3/32 Page | \$191 | \$178 | \$168 | \$168 | \$160 | \$153 | \$143 | \$134 | \$124 | \$115 |
| 1/32 Page | \$86 | \$80 | \$76 | \$76 | \$72 | \$69 | \$64 | \$60 | \$56 | \$52 |

*Must be run consecutively

PLACEMENT

20% premium for guaranteed ad positioning. Subject to space/layout availability.

NONPROFIT

Advertisers able to document their nonprofit tax status qualify for the 13-week consecutive rate for any insertion.

INSERTS

\$40/1000 w/ 26+ week contract

\$50/1000 open rate

- Minimum 10,000 inserts required
- 10% surcharge applied if less than full run, approximately 30,000 issues.
- 4 or more pages, please call for quote

MARKETPLACE LINE ADS & COMMERCIAL CALENDAR RATES

| WEEKS | 1 - 12 | 13 - 26 | 27 - 52 |
|-------------|-------------|------------|------------|
| RATE | \$11 | \$9 | \$7 |

The above rates cover up to 30 words. Each additional word is \$0.35.

ADDITIONAL LINE AD OPTIONS:

- Box your ad for \$10 • Color Box \$10
- Add your logo for \$10
- Logo/Photo (color or B&W) \$10
- Hyperlink your web address for \$1
- Hyperlink your e-mail for \$1

PHOTO LISTING OPTIONS:

- \$24: 30 words + B&W photo • \$34: 30 words + color photo

Easily post your Marketplace ad on our website:

mountainx.com

Need help with Marketplace?
828-251-1333 x138

DEADLINES

DISPLAY DEADLINES:

- Space Reservation and Art Submission – Thursday, 3 p.m. • Cancellations and Art Approval – Friday, 3 p.m.

MARKETPLACE DEADLINES:

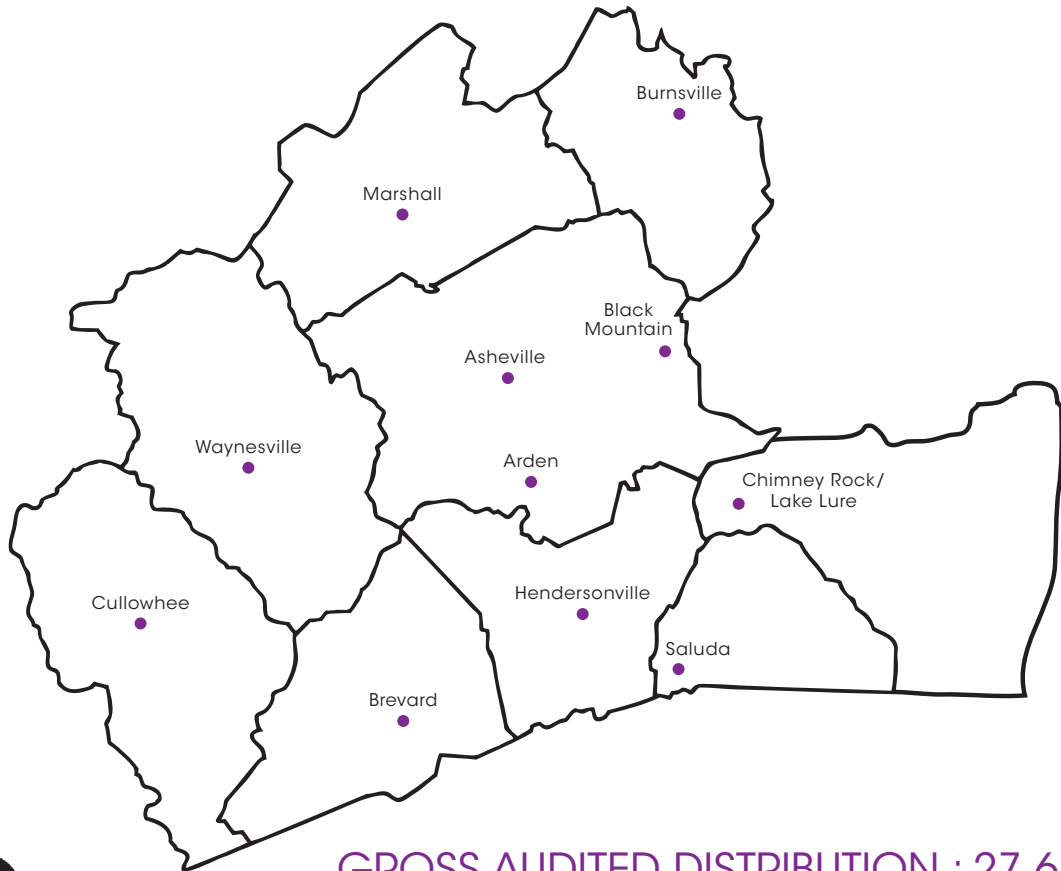
- New line ads – Thursday, 4 p.m. • Line Ad Renewals and Cancellations – Friday, Noon
- Commercial Calendar Listings – Wednesday, 4 p.m. • Marketplace Display Ads – Thursday, 3 p.m.

After cancellation deadline, advertiser is liable for cost of contracted space. BILLING TERMS: All invoices are due and payable 20 days from the date of the invoice. Accounts not paid within 20 days are subject to a 1.5 percent-per-month service charge (18 percent annual rate). AGENCY COMMISSIONS: Rates are noncommissionable (net).

MOUNTAIN XPRESS DELIVERS!

75,000 READERS A WEEK • 800 LOCATIONS • 95% PICK-UP RATE

Asheville
Arden
Black Mountain
Hendersonville
Weaverville
Brevard
Waynesville
Fletcher
Swannanoa
Fairview
Burnsville
Marshall
Sylvia
Mars Hill
Candler
Flat Rock
Cullowhee
Leicester
Saluda
Horse Shoe
Maggie Valley
Clyde
Chimney Rock
Lake Lure
Etowah
Canton
Pisgah Forest
Balsam
Naples



GROSS AUDITED DISTRIBUTION : 27,618
TOTAL AUDITED CIRCULATION : 25,713

BUY WITH CONFIDENCE. WE'RE VERIFIED.

We proudly display the Verified Logo to signify that the circulation that we present to advertisers is accurate and verifiable by a reliable third-party source.



VERIFIED
AUDIT CIRCULATION

OUR MISSION

To build community and strengthen democracy by serving an active, thoughtful readership at the local level — where the impact of citizen action is greatest.

Jeff Fobes : Publisher
publisher@mountainx.com
828-251-1333 x109

Susan Hutchinson : Sales Manager
shutchinson@mountainx.com
828-251-1333 x143

Patty Levesque : Office & Accounting Manager
plevesque@mountainx.com
828-251-1333 x108