

smoky mountain

# HOMES



2012 RATES

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## Advertising Rates

Billed	1 Issue	2 Issues	3 Issues	4 Issues	5 Issues	6 Issues	7 Issues	8 Issues	9 Issues	10 Issues	11 Issues
3 Pages	\$1,302	\$1,286	\$1,268	\$1,250	\$1,233	\$1,216	\$1,198	\$1,181	\$1,163	\$1,147	\$1,130
2 Pages	\$869	\$857	\$846	\$833	\$822	\$810	\$799	\$787	\$776	\$764	\$753
Single Page	\$434	\$429	\$422	\$417	\$411	\$406	\$399	\$394	\$388	\$383	\$376
3/4 Page	\$344	\$342	\$340	\$337	\$334	\$332	\$330	\$327	\$325	\$323	\$321
1/2 Page	\$230	\$228	\$226	\$224	\$222	\$218	\$216	\$214	\$212	\$209	\$208
1/4 Page	\$123	\$121	\$119	\$117	\$115	\$112	\$110	\$108	\$106	\$104	\$102

Payment in full is expected by the end of the issue cycle.

Pre-Pay	1 Issue	2 Issues	3 Issues	4 Issues	5 Issues	6 Issues	7 Issues	8 Issues	9 Issues	10 Issues	11 Issues
3 Pages	\$1,172	\$1,157	\$1,140	\$1,126	\$1,109	\$1,094	\$1,078	\$1,063	\$1,046	\$1,032	\$1,019
2 Pages	\$782	\$771	\$761	\$750	\$740	\$730	\$719	\$709	\$698	\$688	\$687
Single Page	\$390	\$386	\$379	\$375	\$369	\$365	\$359	\$354	\$348	\$344	\$340
3/4 Page	\$309	\$306	\$304	\$302	\$301	\$299	\$297	\$294	\$292	\$291	\$289
1/2 Page	\$207	\$205	\$203	\$201	\$198	\$197	\$194	\$192	\$190	\$187	\$186
1/4 Page	\$120	\$117	\$114	\$110	\$107	\$104	\$100	\$97	\$94	\$90	\$87

### Business/Service Advertisements

1 to 5 issues \$70

5 to 10 Issues \$60

### Premiums (placement is first come, first served)

- 20% additional cost for placement
- Front Cover — \$450
- Box Sponsor — \$300
- Extra page in online publication — \$100  
(must have at least one page in the printed book)

### We also offer

Rack sponsorships, gate folds, special inserts, perforated cards and various other ways to get your message out. Ask your representative for details.



### Discounts & Value Added

All contract advertisers with at least a half page will also receive:\*

- 50 percent off rate sheet for all Smoky Mountain News advertising
- 25 percent off real estate rate sheet for Smoky Mountain Living advertising
- 25 percent off rate sheet for all WNC Travel Guide advertising

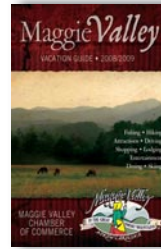
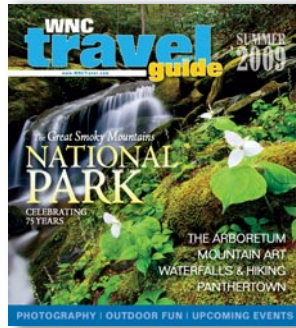
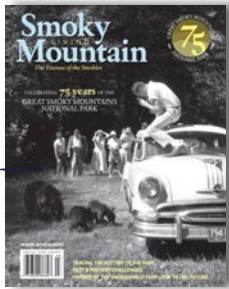
\*to be used to promote your business

All contract advertisers will also receive:\*

- Free 2-by-2 four-color open house ad or featured agent ad in Smoky Mountain News once a month
- 2-by-2 color listing ad in Smoky Mountain News for \$35 per week

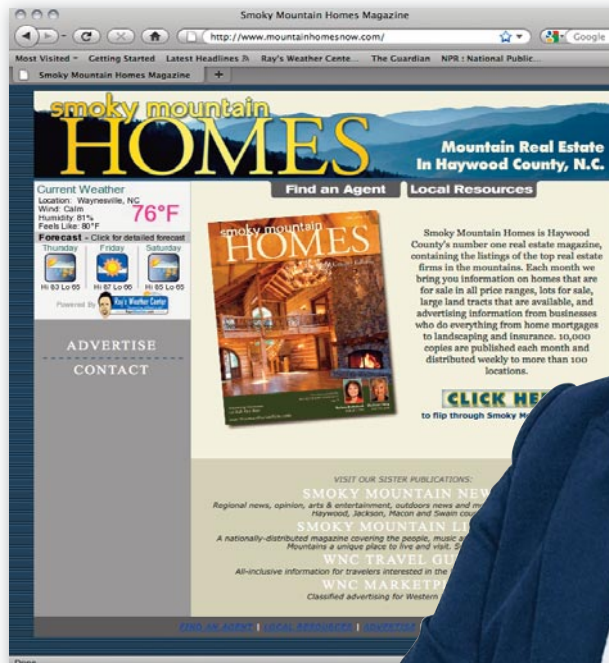
\*to be used to promote your business

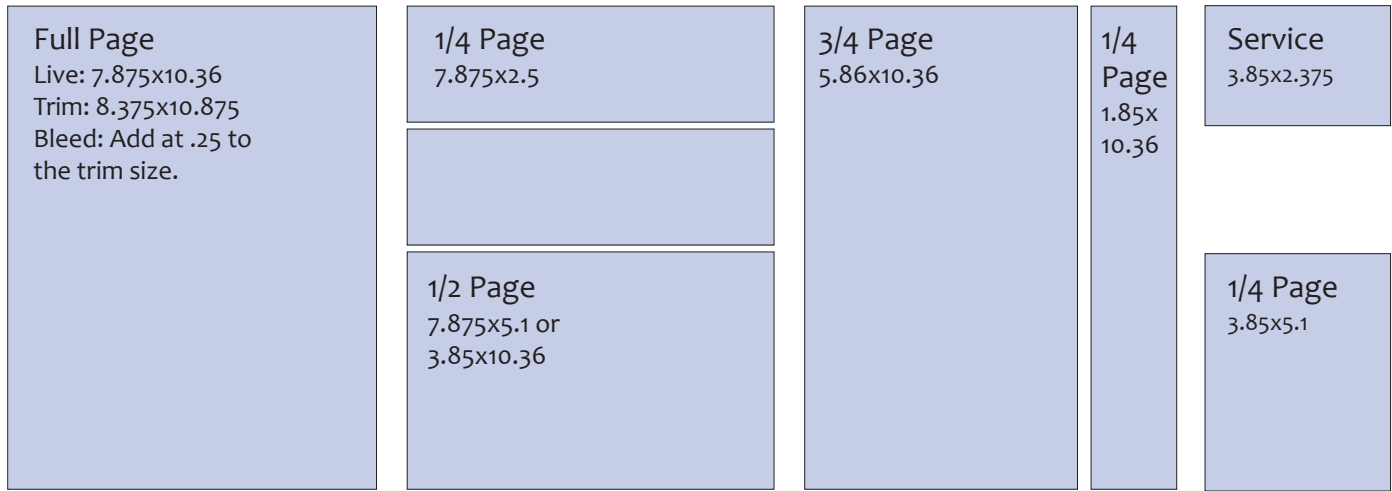
# BRANDING IN LOCAL, REGIONAL & NATIONAL MEDIA



## WEB SITE & DIRECTORIES

- Each issue of Smoky Mountain Homes is published live at [mountianhomesnow.com](http://mountianhomesnow.com)
- All links in your ad appear live and we can also provide links directly to virtual tours for individual listings.
- All contracted real estate agents receive a free listing in realestate.com ad in Smoky Mountain News and Smoky Mountain Living; both of these are published online and in print.
- Advertised online at:  
[www.haywood-nc.com](http://www.haywood-nc.com)  
[www.smokymountainnews.com](http://www.smokymountainnews.com)  
[www.smliv.com](http://www.smliv.com)  
[www.maggiervalley.org](http://www.maggiervalley.org)  
[www.wnctravel.com](http://www.wnctravel.com)





## Ads are accepted in the following formats:

- PDF: CMYK, all fonts embedded and at least 300 dpi at 100% final size.
- EPS: Flattened, CMYK and all fonts converted to outlines. Any attached artwork must be included and at least 300 dpi at 100% final size.
- Quark/InDesign: Collected documents may be submitted. All applicable fonts and artwork must be included.
- JPEG & TIFF: Flattened, CMYK and at least 300 dpi at 100% final size.

## Transmitting ad material:

- Camera-ready ads may be sent via email or uploaded to our FTP site. Contact your representative for FTP username and password.
- Ads may also be sent via CD. We cannot guarantee the return of such disks.
- Ads built in Word or Publisher will not be accepted as they are incompatible with our production process.

## Advertising Deadlines:

- December 2, January 6, February 10, March 14, April 20, May 25, June 22, July 20, August 17, September 14, October 12, November 9

## Publication dates:

- December 30, February 1, March 7, April 11, May 16, June 20, July 18, August 15, September 12, October 10, November 7, December 5

Ad Size:

Frequency:

Billing: PREPAY (DISCOUNT)

INVOICE

CREDIT CARD

CC#:

EXP:

CVC#:

SMN:

WNC Travel Guide:

SML:

Total Bill:

Customer:

Authorized By:

SIGNATURE:

Address:

Phone:

Email:

Date: