

General Terms & Policies

- A. 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.**
- B. We appreciate the opportunity to create effective advertising for our customers. But they should be aware ads created by Mountain Times Publications are the property of the publication for exclusive use by the newspaper's client. All material in any of our publications is copyrighted and, with the exception of the Associated Press, can only be reused with the express written permission of the newspaper's management. Use of materials outside of this newspaper is subject to charges relative to the expenses incurred by the newspaper.
- C. The publisher reserves the right to edit or reject any advertising deemed objectionable, whether in subject matter, illustration or phrasing.
- D. Any advertiser wishing to establish credit with our business office needs to complete a credit application form to be approved by Mountain Times Publications management. We will gladly supply a credit application form to a prospective advertiser upon request. For best results and convenience, allow at least 7 working days for the processing of your credit application. Should the application for credit be delayed, we ask that you submit cash in advance until credit has been established.
- E. To cancel a signed agreement prior to the end of the agreed upon period, the advertiser agrees to pay for the space used prior to cancellation at the open rate plus any cost incurred in collection. All prior payments made toward the aforementioned space will be credited.
- F. Cancellations of scheduled display advertising will be accepted until noon 2 business days prior to publication date. Cancellation will be billed at 50% of the advertiser's ad cost.
- G. Advertising depth is available in 1/4 inch increments from 1 column inch to 15 1/2 column inches. The next available depth above 13 column inches is our full depth of 15 1/2 inches.
- H. Although we are unable to guarantee specific placement in the newspaper, we will make every effort to comply with your request for a certain position for your advertisement. Guaranteed position when available 25% extra.
- I. On any advertisement simulating news matter, we reserve the right to insert the word "Advertisement" at the top and/or bottom of the ad.
- J. All full "double-trucks" will be charged at 13 columns. For less than a full double-truck, the "gutter" is charged as a column. The minimum size for any double-truck is 9 columns wide by 9 inches in depth.
- K. Liquor, beer, wine and tobacco advertising accepted.
- L. Mountain Times Publications accepts no responsibility for errors on late ad submissions. Newspaper is not responsible for any error greater than the cost for the space that contains the error. Mountain Times Publications is not responsible for non-performance for any reason.

Insert Rates Information

Preprinted inserts should be scheduled and shipped no less than 10 days prior to insertion date. Scheduling is through Renae Jones at 828-264-6397 ext 253

Shipping Address:
Mountain Times Publications
474 Industrial Park Drive
Boone, NC 28607

Dock hours:
Mon-Fri 8:00 AM-4:00 PM

Delivery: Palletized, shrink wrap or boxed in turns. Pallet height not to exceed 60 inches. Unloading by standard forklift to loading dock. Advertiser responsible for special handling charges when deliveries are damaged or packed improperly resulting in additional labor cost. Inserts may not exceed 11 inches wide X 17 inches deep flat. Larger sizes will require half folding.

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.

Ad Build Submissions

We accept the following ad-building materials: JPEG, TIF, EPS. Scannable documents no larger than 8 1/2 x 11. Text in WORD. Other files by prior arrangement only.

PDF files may be uploaded to our FTP site:

<http://ftp.mountaintimes.com>

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 prearranged through Mountain Times Publications Sales Department before sending any ad materials.

For Additional Information: 828-264-NEWS (6397)

Charlie Price

Advertising Director: charlie@mountaintimes.com

Jennifer Canosa

Art Director/Production Manager: jenniferc@mountaintimes.com

Note: Mountain Times Publications provides for its non-agency customers a Free Limited Art Service for the sole purpose of providing advertising in our publications. This service does not include custom design for logos, photo-manipulation or illustrations. M.T.P. assumes client retains copyright ownership of any/all materials they submit. Questionable copyrighted material will be rejected. M.T.P. cannot make changes to camera-ready agency ads without their consent. M.T.P. cannot guarantee alterations to camera-ready ads provided by outside sources. One proof will be provided to client (upon request). Changes by the client to original content of a submitted ad are at the sole discretion of M.T.P. based on time considerations. M.T.P. will not provide design production for second-party agents.

Mountain Times Publications Staff

Gene Fowler Jr.

Vice President/Publisher

Charlie Price

Advertising Director

Tim Robinson

Circulation Manager

CONTACT INFORMATION

For General Information

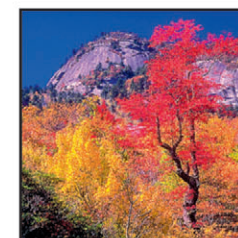
828.264.1881



Mountain Times

PUBLICATIONS

Connecting Our Region Through Newsprint & The Internet



Advertising Rates

MOUNTAIN TIMES

474 Industrial Park Dr. Boone, NC 28607
828.264.1881 • Fax: 828.262.0282
www.mountaintimes.com

ASHE MOUNTAIN TIMES

PO Box 327, West Jefferson, NC 28694
336.246.6397 • Fax: 336.246.3240

WATAUGA DEMOCRAT

474 Industrial Park Dr. Boone, NC 28607
828.264.1881 • Fax: 828.262.0282
www.wataugademocrat.com

AVERY JOURNAL-TIMES

PO Box 1330 Newland, NC 28657
828.733.2448 • 828.733.5636 • Fax: 828.733.0639

The Mountain Times
The High Country's Newspaper

Watauga Democrat

THE
Blowing Rocket

THE
Avery Journal-Times

Ashe Mountain Times
Ashe County's Newspaper

Watauga Democrat

Publishes M-W-F
Nearly 12,000 Readers
USPS Home Delivery

Mon Edition - Deadline: Wed 5pm
Wed Edition - Deadline: Fri 5pm
Fri Edition - Deadline: Mon 5pm



Open Rates..... \$12.98 per col inch **OR** Pick up to 3..... \$15.98 per col inch
Newspapers
5 Newspapers..... \$20.28

ANNUAL BULK <small>per column inch</small>	REPEAT ECONOMY PLAN	FLEX PLAN
1150+ inches annually..... \$8.08 950 inches annually..... \$8.78 750 inches annually..... \$9.08 450 inches annually..... \$9.48 <small>(See Mountain Times for Combo Rates)</small>	4-10 inches weekly for 13 consecutive weeks per column inch..... \$8.98 Pick 2..... \$12.08 Pick 3..... \$13.98 Pick 5..... \$15.18	30 inches per month, 3 consecutive months per column inch..... \$9.38 Pick 2..... \$12.08 Pick 3..... \$13.98 Pick 5..... \$15.18
FAST TRACK <small>1 month program</small>	PREPRINT INSERTS: <small>Rates For Tab Pages</small>	BUSINESS BUILDER
4 Qtr Pages in 1 month..... \$900 4 Half Pages in 1 month..... \$1806 4 Full Pages in 1 month..... \$3538	Flat Charge Open rate: contracts available 8 pgs or less \$315 24 pgs \$428 40 pgs \$483 12 pgs \$331 28 pgs \$439 44 pgs \$494 16 pgs \$340 32 pgs \$450 20 pgs \$416 36 pgs \$473	6 column inches weekly - 13 weeks Pick any 5 Newspapers \$68

The Avery Journal-Times

Publishes Thursdays
Nearly 15,000 Readers
USPS Home Delivery

Deadline: Fri 5pm



Open Rates..... \$8.28 per col inch **OR** Pick up to 3..... \$15.98 per col inch
Newspapers
5 Newspapers..... \$20.28

ANNUAL BULK <small>per column inch</small>	REPEAT ECONOMY PLAN	FLEX PLAN
1150+ inches annually..... \$6.08 950 inches annually..... \$6.68 750 inches annually..... \$6.78 450 inches annually..... \$7.08 <small>(See Mountain Times for Combo Rates)</small>	4-10 inches weekly for 13 consecutive weeks per column inch..... \$6.18 Pick 2..... \$12.08 Pick 3..... \$13.98 Pick 5..... \$15.18	30 inches per month, 3 consecutive months per column inch..... \$7.18 Pick 2..... \$12.08 Pick 3..... \$13.98 Pick 5..... \$15.18
FAST TRACK <small>1 month program</small>	PREPRINT INSERTS: <small>Rates For Tab Pages</small>	BUSINESS BUILDER
4 Qtr Pages in 1 month..... \$709 4 Half Pages in 1 month..... \$1343 4 Full Pages in 1 month..... \$2626	Flat Charge Open rate: contracts available 8 pgs \$315 20 pgs \$404 32 pgs \$485 12 pgs \$350 24 pgs \$431 36 pgs \$511 16 pgs \$377 28 pgs \$457 36+ pgs Add \$10 for each additional 4 pages	6 column inches weekly - 13 weeks Pick any 5 Newspapers \$68

THE Blowing Rocket

Publishes Thursdays
Nearly 5,000 Readers
USPS Home Delivery

Deadline - Fri 5pm



Open Rates..... \$6.98 per col inch **OR** Pick up to 3..... \$15.98 per col inch
Newspapers
5 Newspapers..... \$20.28

ANNUAL BULK <small>per column inch</small>	REPEAT ECONOMY PLAN	FLEX PLAN
1150+ inches annually..... \$5.28 950 inches annually..... \$5.68 750 inches annually..... \$5.98 450 inches annually..... \$6.38 <small>(See Mountain Times for Combo Rates)</small>	4-10 inches weekly for 13 consecutive weeks per column inch..... \$5.38 Pick 2..... \$12.08 Pick 3..... \$13.98 Pick 5..... \$15.18	30 inches per month, 3 consecutive months per column inch..... \$5.88 Pick 2..... \$12.08 Pick 3..... \$13.98 Pick 5..... \$15.18
FAST TRACK <small>1 month program</small>	PREPRINT INSERTS: <small>Rates For Tab Pages</small>	BUSINESS BUILDER
4 Qtr Pages in 1 month..... \$669 4 Half Pages in 1 month..... \$1285 4 Full Pages in 1 month..... \$2407	Flat Charge Open rate: contracts available 8 pgs \$315 24 pgs \$428 40 pgs \$483 12 pgs \$331 28 pgs \$439 44 pgs \$494 16 pgs \$340 32 pgs \$450 20 pgs \$416 36 pgs \$473	6 column inches weekly - 13 weeks Pick any 5 Newspapers \$68

The Mountain Times

The High Country's Newspaper

Publishes Thursdays
3 ROP zones available

Deadline - Fri 5pm



Verified Audit Circulations

Watauga County: Over 47,000 readers / Ashe County: Over 25,000 readers / Avery County: Over 15,000 readers

Open Rates: Watauga - \$12.98 / Ashe - \$8.28 / Avery - \$8.28
per col inch

Pick 3 Newspapers..... \$15.98 per col inch Pick 5 Newspapers..... \$20.28 per col inch

ANNUAL BULK	Watauga Edition	Ashe Edition	Avery Edition	Pick 2	Pick 3	Pick 5
1150+ inches annually	\$8.08	\$6.08	\$6.08	\$12.08	\$13.98	\$15.18
950 inches annually	\$8.78	\$6.68	\$6.68	\$12.48	\$14.48	\$15.38
750 inches annually	\$9.08	\$6.78	\$6.78	\$12.98	\$14.88	\$15.58
450 inches annually	\$9.48	\$7.08	\$7.08	\$13.28	\$15.08	\$15.78

ALL MOUNTAIN TIMES DEADLINES: FRIDAY 5:00PM • ALL ROP RATES PER COLUMN INCH

FAST TRACK <small>1 month program</small>	REPEAT ECONOMY PLAN	FLEX PLAN	BUSINESS BUILDER
<i>Mountain Times</i> Watauga 4 Qtr Pages..... \$990 4 Half Pages..... \$1808 4 Full Pages..... \$3538 <i>Mountain Times</i> Ashe or Avery 4 Qtr Pages..... \$709 4 Half Pages..... \$1343 4 Full Pages..... \$2626	4-10 inches weekly for 13 consecutive weeks <i>Mountain Times</i> Watauga..... \$8.98 <i>Mountain Times</i> Ashe or Avery..... \$6.18 Pick 2..... \$12.08 Pick 3..... \$13.98 Pick 5..... \$15.18	30 inches per month 3 consecutive months <i>Mountain Times</i> Watauga..... \$9.38 <i>Mountain Times</i> Ashe or Avery..... \$7.18 Pick 2..... \$12.08 Pick 3..... \$13.98 Pick 5..... \$15.18	6 column inches weekly 13 consecutive weeks SELECT 5 NEWSPAPERS <i>Mountain Times</i> Watauga <i>Mountain Times</i> Ashe <i>Mountain Times</i> Avery <i>The Blowing Rocket</i> <i>The Watauga Democrat</i> Only \$68 per week!

PREPRINT INSERT RATES:

Open rate: contracts available
8 pgs \$54 24 pgs \$67 40 pgs \$78
12 pgs \$57 28 pgs \$71 44 pgs \$78
16 pgs \$60 32 pgs \$74 48 pgs \$78
20 pgs \$65 36 pgs \$78
Individual quotes for 52+ pages

Minimum quantities - gross press - no zones
Less than gross press, add \$5.00 per thousand
Material due 10 days in advance

COLOR RATES:

per run/per edition
1 COLOR (magenta/yellow/cyan) Color Frequency Discounts Available with signed agreements:
Less than 1/4 pg..... \$75
1/4 to 1/2 pg..... \$125
More than 1/2 pg..... \$150
3 COLORS..... \$275 (full process)
13X..... 10%
26X..... 20%
39X or more..... 30%

PREPRINT INSERTION CONTRACT RATES AVAILABLE

BLOWING ROCKET			WATAUGA DEMOCRAT			WATAUGA OR ASHE MOUNTAIN TIMES						
Flat Rates	13x	26x	52x	Flat Rates	13x	26x	52x	CPM	13x	26x	52x	
8 pg or less		\$288	\$270	\$258	8 pg or less	\$288	\$270	\$258	less	\$50	\$47	\$44
12	\$302	\$284	\$271	12	\$318	\$298	\$284	12	\$53	\$50	\$45	
16	\$311	\$292	\$279	16	\$336	\$315	\$301	16	\$57	\$53	\$46	
20	\$380	\$360	\$340	20	\$421	\$399	\$377	20	\$59	\$55	\$52	
24	\$390	\$369	\$349	24	\$444	\$421	\$398	24	\$61	\$57	\$53	
28	\$400	\$379	\$358	28	\$468	\$444	\$419	28	\$64	\$61	\$54	
32	\$410	\$389	\$367	32	\$492	\$467	\$441	32	\$67	\$64	\$56	
36	\$428	\$410	\$384	36	\$514	\$491	\$461	36	\$71	\$68	\$61	
40	\$439	\$420	\$395	40	\$527	\$504	\$474	40	\$71	\$68	\$61	
44	\$449	\$431	\$431	44	\$539	\$517	\$517	44	\$71	\$68	\$61	

COLUMN WIDTHS

1 col = 1.538"
2 col = 3.243"
3 col = 4.948"
4 col = 6.653"
5 col = 8.358"
6 col = 10.0625"
Full Page Ad Size:
10.0625" w x 15.5" h