

The Transylvania Times



Classified Rates

(Includes 2 print ads/1 week online/1 free photo online)

PLACE YOUR CLASSIFIED ADS EASILY ONLINE AT WWW.TRANSYLVANIATIMES.COM

(Ads on account, please contact Linda McCants at 883-8156
or by email: classifieds@transylvaniatimes.com)

CLASSIFIED AD TYPE

RATE PER WK

- Regular type, 20 words or less: \$10.00
Each additional word: 50 cents
- Bold type (print edition only), 20 words or less: \$11.00
Each additional word: 60 cents

Each additional photo on the website: 25 cents
Photographs submitted with online ads will not be included in
print editions.

- Call-A-Pro, 20 words or less: \$11.00
Each additional word: 60 cents/wk
(Ads in our Call-A-Pro directory require a minimum purchase of
four weeks/8 issues).

DEADLINES FOR CLASSIFIEDS

(Online, in person and phone submissions)

- 2 p.m. Friday for the Monday paper
- 2 p.m. Tuesday for the Thursday paper.

CLASSIFIED ADS MANAGER

Linda McCants, classifieds@transylvaniatimes.com
(828) 883-8156

GENERAL AD POLICIES

Objectional Advertising: Publisher reserves the right to reject copy or pictures for any reason sufficient in publisher's judgement.

Errors: Liability for errors is limited to that portion of the advertisement in which the error occurs and to be per column inch of that portion only.

Mechanical Requirements: Ads are to be submitted as PDFs via email or CD. For detailed information, speak to a sales representative or download a copy of our media kit at www.transylvaniatimes.com.

Art Service: Ad layout service is available to all Transylvania Times advertisers at no additional charge.

37 North Broad Street, PO Box 32, Brevard, NC 28712
(828) 883-8156 • Fax (828) 883-8158
www.transylvaniatimes.com • info@transylvaniatimes.com

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DISPLAY COLUMN INCH RATES:

Open Rate: per inch	\$8.95
Non-profit:	\$7.50
Classified Display:	\$9.10
Political:	\$8.95
Legal Rate: \$10 for the first 20 words, .45 each additional word	
Legal Ad Estate Prepaid:	\$190.00
Legal Ad Estate Prepaid with 2 executors:	\$220.00

COLOR CHARGES:

Full color: 50% of ad cost (maximum of \$175 color charge)
Requested Placement Charge: \$50 per ad.

NEWSPAPER COLUMN WIDTHS:

COLUMNS	INCHES	PICAS
1 column	1.565	9p4.668
2 columns	3.225	19p6.336
3 columns	4.944	29p8.004
4 columns	6.634	39p9.672
5 columns	8.31	49p10.342
6 columns	10	60

ANNUAL DISCOUNT RATES:

INCHES PER YEAR	PER INCH RATE
250-499	\$7.90
500-749	\$7.60
750-999	\$7.30
1000-1999	\$7.00
2000+	\$6.60

Ask your account exec about Classified Display Annual Contract Rates

PRE-PRINTED INSERTS

NUMBER OF PAGES	COST PER THOUSAND
1-12 pages	\$45
13-24 pages	\$50
25-36 pages	\$55

ONLINE RATES TRANSYLVANIATIMES.COM

BIKETRANSYLVANIA.COM, TRANSYLVANIAEXPLORER.COM

Square banner ad 310 x 255 pixels \$150 per month

DEADLINES FOR DISPLAY AND LEGAL

Monday Edition: 2 p.m. on the Friday prior

Thursday Edition: 2 p.m. on the Tuesday prior

TRANSYLVANIA TIMES ACCOUNT EXECUTIVES:

JJ Carson, jcarson@transylvaniatimes.com

TL Smith, tlsmith@transylvaniatimes.com

(828) 883-8156 Fax (828) 883-8158

Rates effective 1/10/2017