

# 2019 RATES

## DISPLAY, INSERTIONS, WEB

### DISPLAY COLUMN INCH RATES:

Open Rate: per inch	\$8.95
Non-profit:	\$7.95
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	\$8.15
500-749	\$7.90
750-999	\$7.65
1000+	\$7.20

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

TRANSLYVANIATIMES.COM

BIKETRANSYLVANIA.COM & TRANSLYVANIAEXPLORER.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

### TRANSLYVANIA TIMES ADVERTISING STAFF:

Display Advertising: Angie Baney, abaney@transylvaniatimes.com

Display Advertising: TL Smith, tsmith@transylvaniatimes.com

Insertions: Leigh Trapp, leightrapp@transylvaniatimes.com

Classified Manager: Linda McCants, classifieds@transylvaniatimes.com

Legal Notices: Willow Walker, legals@transylvaniatimes.com

## PLACE YOUR CLASSIFIED ADS EASILY ONLINE AT WWW.TRANSLYVANIATIMES.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: Each additional word:	\$10.00 50 cents
• Bold type (print edition only), 20 words or less: Each additional word:	\$11.00 60 cents
Each additional photo on the website: Photographs submitted with online ads will not be included in print editions.	25 cents
• Call-A-Pro, 20 words or less: Each additional word: (Ads in our Call-A-Pro directory require a minimum purchase of four weeks/8 issues).	\$11.00 60 cents/wk

### 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.

transylvaniatimes.com  
 828.883.8156