

Mountain Xpress Delivers!

75,000 readers a week • 700+ Locations • 95% Pick-Up Rate

GROSS DISTRIBUTION

COMMUNITY	ZIP CODE	DISTRIBUTION	COMMUNITY	ZIP CODE	DISTRIBUTION
Asheville	28801	10,288	Saluda	28773	70
Asheville	28806	3,332	Columbus	28722	68
Asheville	28803	3,026	Enka	28728	64
Asheville	28804	2,020	Hot Springs	28743	60
Asheville	28805	1,843	Tryon	28782	60
Brevard	28712	1,305	Brasstown	28902	50
Arden	28704	837	Greenville	29609	50
Weaverville	28787	764	Clyde	28721	49
Hendersonville	28792	737	Hendersonville	28793	45
Fletcher	28732	583	Greenville	29615	40
Waynesville	28786	546	Spindale	28160	35
Hendersonville	28739	441	Canton	28716	30
Candler	28715	348	Pisgah Forest	28768	30
Fairview	28730	320	Naples	28760	27
Swannanoa	28778	319	Forest City	28043	20
Sylva	28779	290	Hickory	28602	20
Mars Hill	27284	250	Lake Lure	28746	20
Burnsville	28714	182	Little Switzerland	28749	20
Flat Rock	28731	181	Old Fort	28762	20
Hendersonville	28791	162	Spruce Pine	28777	20
Leicester	28748	146	Balsam	28707	19
Cullowhee	28723	134	Dillsboro	28725	16
Horse Shoe	28742	123	Cashiers	28717	15
Marshall	28753	115	Andrews	28901	10
Mars Hill	28754	114	Columbia	29201	10
Maggie Valley	28751	76	Etowah	28729	10
Marion	28752	75	GREENVILLE	29602	10
Bryson City	28713	70	MISCELLANEOUS		86
Cherokee	28719	70			

GROSS DISTRIBUTION: 29,671
 TOTAL QUALIFIED CIRCULATION: 28,128

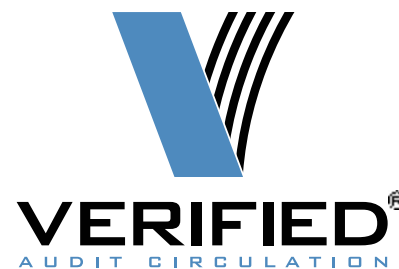


IN OUR 15TH YEAR • LOCALLY OWNED • LOCALLY COMMITTED



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.



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 • **Jon Elliston**, *Managing Editor*: jelliston@mountainx.com

RATES

RETAIL DISPLAY - WEEKLY (COST PER AD WITH A CONSECUTIVE SCHEDULE)

SIZE	Open	6 Weeks	13 Weeks	26 Weeks	52 Weeks
Back Cover	\$1655	\$1473	\$1174	\$1076	\$951
Pg. 2-3	\$1504	\$1339	\$1067	\$978	\$865
Full Pg.	\$1253	\$1116	\$889	\$815	\$721
3/4 Pg.	\$962	\$855	\$684	\$624	\$553
Junior Pg.	\$739	\$658	\$525	\$481	\$425
1/2 Pg.	\$663	\$590	\$469	\$430	\$381
3/8 Pg.	\$503	\$448	\$358	\$327	\$291
1/4 Pg.	\$345	\$309	\$251	\$227	\$203
3/16 Pg.	\$271	\$236	\$185	\$167	\$148
1/8 Pg.	\$192	\$167	\$128	\$117	\$103
1/16 Pg.	\$96	\$84	\$64	\$58	\$51

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 consistency rate for any insertion.

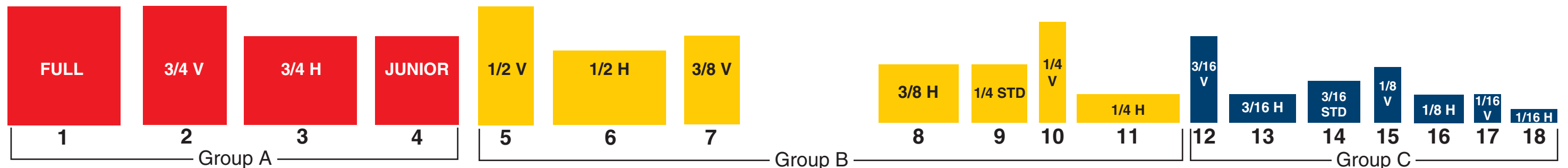
INSERTS

\$40 / 1000 with 26x (or more) agreement
 \$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

DEADLINES: Wednesday at 5 p.m., with ad proof. Thursday at 3 p.m., if no proof needed. No cancellations accepted after Friday at noon. After 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).



• **James Fisher**, *Advertising Director*: jfisher@mountainx.com / 828-251-1333 ext. 105
 • **Marissa Williams**, *Web Sales Coordinator*: mwilliams@mountainx.com / ext. 128
 • **advertise@mountainx.com**

RATES

RETAIL DISPLAY - BIWEEKLY (EVERY OTHER WEEK)

SIZE	6 Times	13 Times	26 Times
Back Cover	\$1517	\$1209	\$1108
Page 2-3	\$1379	\$1099	\$1077
Full Pg.	\$1149	\$916	\$839
3/4 Pg.	\$881	\$705	\$643
Junior Pg.	\$678	\$541	\$495
1/2 Pg.	\$620	\$495	\$454
3/8 Pg.	\$475	\$380	\$347
1/4 Pg.	\$325	\$259	\$236
3/16 Pg.	\$243	\$188	\$172
1/8 Pg.	\$172	\$134	\$122
1/16 Pg.	\$87	\$69	\$62

BULK (PER COLUMN INCH) : COLUMN INCHES

75"	\$29	Full Pg.	41.7
125"	\$28	3/4 Pg.	31.35
175"	\$27	Junior Pg.	23.36
250"	\$26	1/2 Pg.	20.85
400"	\$25	3/8 Pg.	15.575
550"	\$24	1/4 Pg.	10.31
700"	\$23	3/16 Pg.	7.66
1000"	\$22	1/8 Pg.	5.025
(ask for details)		1/16 Pg.	2.39

COLOR RATES (all color is full process, to be saved as CMYK)

Use the key at the bottom of this page, to find price based on ad size. Then, use frequency of ad agreement to find color cost per ad. For example an 1/8 page ad (Group C) that is part of a 52x ad agreement will be \$45 for color. A 1/2 page ad (Group B) that is part of a 13x ad agreement will be \$95 for color.

	Group A	Group B	Group C
Open, 6x and 13x ad agreement	\$125	\$95	\$65
26x and 52x ad agreement	\$105	\$75	\$45

AD SIZES	width	height
1. Full	9.9375 x 10.425	
2. 3/4 V	7.4219 x 10.425	
3. 3/4 H	9.9375 x 7.7875	
4. Junior	7.4219 x 7.7875	
5. 1/2 V	4.9063 x 10.425	
6. 1/2 H	9.9375 x 5.15	
7. 3/8 V	4.9063 x 7.7875	
8. 3/8 H	7.4219 x 5.15	
9. 1/4 STD	4.9063 x 5.15	
10. 1/4 V	2.3906 x 10.425	
11. 1/4 H	9.9375 x 2.5125	
12. 3/16 V	2.3906 x 7.7875	
13. 3/16 H	7.4219 x 2.5125	
14. 3/16 STD	4.9063 x 3.8313	
15. 1/8 V	2.3906 x 5.15	
16. 1/8 H	4.9063 x 2.5125	
17. 1/16 V	2.3906 x 2.5125	
18. 1/16 H	4.9063 x 1.1937	