Digital Media Kit

Western North Carolina's source for community news, arts & culture coverage since 1994.
Be in the know wherever you go.
COMMUNITY NEWS, CULTURE, & EVENTS COVERAGE AT HOME AND ON-THE-GO

Pageviews per month

300K+

Traffic

DESKTOP: 46.20%
MOBILE: 47.9%
TABLET: 5.9%

Sitewide Click-Thru

.25%

AVG. CLICK-THRU RATE

Digital Readership

FEMALE: 54.1%
MALE: 45.9%

AGE:
18-24: 6.61%
25-34: 21.26%
35-44: 18.05%
45-54: 18.63%
55-64: 18.76%
65+: 16.69%
**DESKTOP & TABLET**

**Web Advertising Impressions Based**

- **LEADERBOARD**
  - Displays in header of every page
  - IAB Leaderboard (728 by 90 pixels)
  - $60 per week*
  *Includes 5,000 impressions. $12 CPM

- **BOX ROADBLOCK**
  - Premium Box
  - Standard Box
  - Ads serve simultaneously
  - IAB Medium Rectangle (300 by 250 pixels)
  - $75 per week*
  *Includes 5,000 impressions. $15 CPM

- **PREMIUM BANNER**
  - Displays mid-content, after third news article
  - 540 x 120 pixels
  - $50 per week*
  *Available as sponsorship ($125/week)
  *Includes 5,000 impressions. $15 CPM

*** This visual representation of side bar ad placements is solely for informational purposes. Placements are subject to appear further down the page (may require scrolling to view).
Sponsorships are purchased on a daily (24 hour) or weekly basis. Pencil Ad expands when user hovers over with cursor.

**Abbreviated Terms:**

- **IAB** - Internet advertising board
- **CTR** - Click through rate
- **CPM** - Cost per thousand impressions

Acceptable formats are GIF (static or animated, no larger than 75k), JPEG and PNG. Video-enabled and third-party ads acceptable, but subject to approval. For more information contact your Marketing Associate or call 251-1333 ext. 320.
MOBILE

48% OF SITE TRAFFIC IS FROM MOBILE DEVICES.

MOBILE BIG BOX
• Displays in the news feed of the mobile website
• 300 x 250 pixels
• $75 per week* (includes 5,000 impressions)

MOBILE LEADERBOARD
• Displays on the header of the mobile website
• 320 x 100 pixels
• $75 per week* (includes 5,000 impressions)

MOBILE STATIC FOOTER
• Footer ad displays at bottom of screen
• Smartphone static wide banner (320 x 60 pixels)
• Four 25% shares available, $125 per week

Social Media

32K+
FACEBOOK FOLLOWERS

51K+
TWITTER FOLLOWERS

17K+
INSTAGRAM FOLLOWERS
ASHEVILLE’S GO-TO SOURCE FOR LIVE MUSIC AND COMMUNITY EVENTS!

SIDE PANEL AD

• AVL Calendar 12.5% shares: $75/week
• Subject to availability • 600 x 1000 pixels

MAIN BANNER

• AVL Calendar 12.5% shares: $75/week
• Subject to Availability • 900 x 111 pixels
• Mobile Size • 320 x 100 pixels
Local Matters Newsletter
& COVID-19 Updates Newsletter

Subscribers for weekly newsletter (Wednesday):
12,065

Subscribers for COVID19 updates (Tues. & Fri.):
12,221

Newly redesigned for 2020!

TOP LEADERBOARD $300/WEEK
- Best Position at the top of the newsletter
- Live link
- 728 x 90 pixels

COMMUNITY SHOUTOUTS $50/EACH PER WEEK
- 160 characters of text with link
- Max of 8 available per week
- Buy two for $90

AROUND WNC SPONSORED SLOT (PHOTO FEATURE) $250/WEEK
- Premium slot in Around WNC section of newsletter
- Includes “SPONSORED” headline, a square photo, & a short 2-3 sentence description with a link.
## Print & Web Packages

**REACH MOUNTAIN XPRESS READERS IN PRINT AND ONLINE!**

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>Print Ad Size</th>
<th>+ DESKTOP OR MOBILE</th>
<th>+ DESKTOP AND MOBILE</th>
<th>+ AVL CALENDAR*</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 WEEKS</td>
<td>1/8 page</td>
<td>$256</td>
<td>$322</td>
<td>$300</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Premium Banner or Mobile Big Box</td>
<td>Premium Banner and Mobile Big Box</td>
<td>Main Banner or Sidepanel Ad</td>
</tr>
<tr>
<td></td>
<td>1/4 page</td>
<td>$424</td>
<td>$490</td>
<td>$459</td>
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<td>Desktop Leaderboard or Mobile Big Box</td>
<td>Desktop Leaderboard and Mobile Big Box</td>
<td>Main Banner or Sidepanel Ad</td>
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<tr>
<td></td>
<td>1/2 page</td>
<td>$728</td>
<td>$794</td>
<td>$750</td>
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<td>Desktop Roadblock or Mobile Leaderboard</td>
<td>Desktop Roadblock and Mobile Leaderboard</td>
<td>Main Banner or Sidepanel Ad</td>
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<td>Full page</td>
<td>$1267</td>
<td>$1333</td>
<td>$1289</td>
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<td>Roadblock or Pencil Dropdown or Mobile Leaderboard</td>
<td>Roadblock or Pencil Dropdown or Mobile Leaderboard</td>
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</tbody>
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*For AVL Calendar, choose Leaderboard or Sidepanel Ad. Rates listed are per week.

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<tbody>
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<td>$233</td>
<td>$293</td>
<td>$273</td>
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<td>Premium Banner and Mobile Big Box</td>
<td>Main Banner or Sidepanel Ad</td>
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<tr>
<td></td>
<td>1/4 page</td>
<td>$385</td>
<td>$445</td>
<td>$417</td>
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<td>Desktop Leaderboard or Mobile Big Box</td>
<td>Desktop Leaderboard and Mobile Big Box</td>
<td>Main Banner or Sidepanel Ad</td>
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<td>1/2 page</td>
<td>$662</td>
<td>$722</td>
<td>$682</td>
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<td>Desktop Roadblock or Mobile Leaderboard</td>
<td>Desktop Roadblock and Mobile Leaderboard</td>
<td>Main Banner or Sidepanel Ad</td>
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<tr>
<td></td>
<td>Full page</td>
<td>$1152</td>
<td>$1212</td>
<td>$1172</td>
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### PRINT AD DIMENSIONS

- **1/8 H**: V: 2.3906" x 5.15" H: 4.9063" x 2.5125"
- **1/4 S**: 4.9063" x 5.15"
- **1/4 V**: 2.3906" x 10.425" 9.9375" x 2.5125"
- **1/4 H**: 4.9063" x 10.425" 9.9375" x 5.15"
# Print & Web Packages

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<td>$204</td>
<td>$256</td>
<td>$239</td>
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<td>Main Banner or Sidepanel Ad</td>
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<tr>
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<td>1/4 page</td>
<td>$337</td>
<td>$399</td>
<td>$365</td>
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<td>1/2 page</td>
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<td>$631</td>
<td>$750</td>
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<td>Full page</td>
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<td>$1060</td>
<td>$1026</td>
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<td>Roadblock or Pencil Dropdown or Mobile Leaderboard</td>
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<td><strong>52 WEEKS</strong></td>
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<td>$175</td>
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<td>Main Banner or Sidepanel Ad</td>
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<tr>
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<td>1/4 page</td>
<td>$298</td>
<td>$343</td>
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<td>1/2 page</td>
<td>$496</td>
<td>$541</td>
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<td>Full page</td>
<td>$864</td>
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<td>$870</td>
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**DEADLINES**

- Space Reservation and Art Submission – Thursday, 3 p.m.
- Cancellations and Art Approval – Friday, 3 p.m.

*After cancellation 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).*