MOUNTAIN Xpress
mountainx.com

MEDIA KIT

2021

Western North Carolina's source for community news, arts & culture coverage since 1994.
It's All About Community.

Since our launch in 1994, Mountain Xpress has been an active partner in growing Asheville from a sleepy, boarded-up mountain town to the booming mecca for small business, tourism, arts, culture, and innovative thought that it has become. Throughout that evolution, Xpress has been committed to covering what matters most locally and serving as a vibrant platform for the dialogue and idea exchange that keeps this community thriving.

Our Mission

To build community and strengthen democracy by serving an active, thoughtful readership at the local level — where the impact of citizen action is greatest.
### Xpress Readers
#### Demographic Profile*

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>11%</td>
</tr>
<tr>
<td>25-34</td>
<td>25%</td>
</tr>
<tr>
<td>35-44</td>
<td>28%</td>
</tr>
<tr>
<td>45-54</td>
<td>22%</td>
</tr>
<tr>
<td>55-64</td>
<td>10%</td>
</tr>
<tr>
<td>65-74</td>
<td>4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48%</td>
</tr>
<tr>
<td>Female</td>
<td>52%</td>
</tr>
</tbody>
</table>

**Household Income**

- **73%**: $50K/YEAR+

- **75%** of readers frequently purchase products or services from ads seen in Mountain Xpress!*  

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* Info from 2020 Circulation Verification Council Survey
We proudly display the Circulation Verification Council Logo to signify that the circulation that we present to advertisers is accurate and verifiable by a reliable third-party source.

AVERAGE AUDITED CIRCULATION: **21,000**

**Buy with confidence. We’re verified!**

Jeff Fobes : Publisher
publisher@mountainx.com
828-251-1333 x109

Susan Hutchinson : Sales Manager & Acting Distribution Manager
shutchinson@mountainx.com
828-251-1333 x143

* Info from 2018-19 Circulation Verification Council
The insider’s guide on what to do in Asheville and where to find it.

Designed for tourists and visitors.

EATS & DRINKS GUIDE
75,000 COPIES
Now in its 21st year, this is the go-to dining guide for those who seek the many treasures of the WNC dining scene.

The Field Guide to Asheville
70,000 COPIES
The insider’s guide on what to do in Asheville and where to find it. Designed for tourists and visitors.

BEST OF WNC: POCKET GUIDE
50,000 COPIES
This is the handy, dandy pocket version of our annual Best of WNC Reader’s poll. In this guide you’ll find the best WNC has to offer in everything from yoga instructors and bakeries to dentists and craft breweries.

THE GIVE!LOCAL GUIDE
25,000 COPIES
This is the guide to Mountain Xpress’ Give!Local project. Since its inception in 2015, this project—designed to promote end-of-year giving—has helped to raise over $800,000 for local nonprofits!

THE GO LOCAL GUIDE
35,000 COPIES
This joint venture with Asheville Grown highlights the businesses who participate in the Go Local card program. Cardholders can invest in their communities and receive discounts when they patronize participating local businesses.

VISIT MOUNTAINX.COM/GUIDES FOR DIGITAL GUIDES!
## Print Ad Rates

(COST PER AD)

<table>
<thead>
<tr>
<th>CAMPAIGN FREQUENCY</th>
<th>One Time</th>
<th>2x</th>
<th>4x</th>
<th>10x</th>
<th>13x</th>
<th>26x</th>
<th>39x</th>
<th>52x</th>
</tr>
</thead>
<tbody>
<tr>
<td>DISCOUNT</td>
<td>4%</td>
<td>6%</td>
<td>20%</td>
<td>25%</td>
<td>30%</td>
<td>35%</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>SIZE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>$2,400</td>
<td>$2,304</td>
<td>$2,256</td>
<td>$1,920</td>
<td>$1,800</td>
<td>$1,680</td>
<td>$1,560</td>
<td>$1,440</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,500</td>
<td>$1,440</td>
<td>$1,410</td>
<td>$1,200</td>
<td>$1,125</td>
<td>$1,050</td>
<td>$975</td>
<td>$900</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>$1,200</td>
<td>$1,152</td>
<td>$1,128</td>
<td>$960</td>
<td>$900</td>
<td>$840</td>
<td>$780</td>
<td>$720</td>
</tr>
<tr>
<td>Junior Page</td>
<td>$1,050</td>
<td>$1,008</td>
<td>$987</td>
<td>$840</td>
<td>$788</td>
<td>$735</td>
<td>$683</td>
<td>$630</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$825</td>
<td>$792</td>
<td>$776</td>
<td>$660</td>
<td>$619</td>
<td>$578</td>
<td>$536</td>
<td>$495</td>
</tr>
<tr>
<td>3/8 Page</td>
<td>$705</td>
<td>$677</td>
<td>$663</td>
<td>$564</td>
<td>$529</td>
<td>$494</td>
<td>$458</td>
<td>$423</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$450</td>
<td>$432</td>
<td>$423</td>
<td>$360</td>
<td>$338</td>
<td>$315</td>
<td>$293</td>
<td>$270</td>
</tr>
<tr>
<td>3/16 Page</td>
<td>$375</td>
<td>$360</td>
<td>$353</td>
<td>$330</td>
<td>$281</td>
<td>$263</td>
<td>$244</td>
<td>$225</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$255</td>
<td>$245</td>
<td>$240</td>
<td>$204</td>
<td>$191</td>
<td>$179</td>
<td>$166</td>
<td>$153</td>
</tr>
<tr>
<td>1/16 Page</td>
<td>$150</td>
<td>$144</td>
<td>$141</td>
<td>$120</td>
<td>$113</td>
<td>$105</td>
<td>$98</td>
<td>$90</td>
</tr>
</tbody>
</table>

Can choose Weekly/Consecutive or Bi-Weekly

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### Placement

Ask your Marketing Associate for details. Subject to space/layout availability.

### Nonprofits

Advertisers able to document their nonprofit tax status qualify for special rates. Ask your Marketing Associate for details.

### Inserts

$1400 Open Rate (per issue)

- Pricing refers to 4 tabs or fewer. Please call for pricing on larger inserts
- 26x or more, please call for discount
- 10% discount for nonprofit 501(c)(3) organizations

### 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).
<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOP LEADERBOARD</strong></td>
<td>$300/DAY</td>
<td>$1000/5 days - the full week&lt;br&gt;• Best Position at the top of newsletter&lt;br&gt;• Live link&lt;br&gt;• 728 x 90 pixels</td>
</tr>
<tr>
<td><strong>SPONSORED PHOTO FEATURE</strong></td>
<td>$250/DAY</td>
<td>$250/DAY&lt;br&gt;• Premium slot in sponsored section of newsletter&lt;br&gt;<strong>Option A</strong>&lt;br&gt;Includes headline, square photo, &amp; a short 2-3 sentence description with a link&lt;br&gt;<strong>Option B</strong>&lt;br&gt;800 x 300 pixels</td>
</tr>
</tbody>
</table>

Contact us at advertise@mountainx.com 828-251-1333, x1

Reservation and materials due by 12pm, two days prior to email date
Be in the know wherever you go.
COMMUNITY NEWS, CULTURE, & EVENTS COVERAGE AT HOME AND ON-THE-GO

Pageviews per month
261K+

Traffic
DESKTOP: 42.3%
MOBILE: 53.4%
TABLET: 4.4%

Sitewide Click-Thru
AVG. CLICK-THRU RATE
.25%

Digital Readership
FEMALE: 54.5%
MALE: 45.5%

AGE:
18-24: 8.2%
25-34: 20.8%
35-44: 16.4%
45-54: 18.3%
55-64: 18.7%
65+: 17.6%
## Digital Ad Rates

### Desktop & Tablet

<table>
<thead>
<tr>
<th>WHERE DISPLAYED</th>
<th>R.O.S.</th>
<th>SIZE (pixels)</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>✓</td>
<td>728 x 90</td>
<td>$1000/week</td>
</tr>
<tr>
<td>Exclusive Home Page Banner</td>
<td>✓</td>
<td>1200 x 300</td>
<td>$1000/week</td>
</tr>
<tr>
<td>Premium Box</td>
<td>✓</td>
<td>300 x 250</td>
<td>$1000/week</td>
</tr>
<tr>
<td>Standard Box</td>
<td>✓</td>
<td>300 x 250</td>
<td>$750/week</td>
</tr>
<tr>
<td>Box Roadblock</td>
<td>✓</td>
<td>Two 300 x 250</td>
<td>$1500/week</td>
</tr>
<tr>
<td>Premium Banner</td>
<td>✓</td>
<td>540 x 120</td>
<td>$1000/week</td>
</tr>
</tbody>
</table>

### Mobile

<table>
<thead>
<tr>
<th>WHERE DISPLAYED</th>
<th>R.O.S.</th>
<th>SIZE (pixels)</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Leaderboard</td>
<td>✓</td>
<td>320 x 100</td>
<td>$1000/week</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td></td>
<td>540 x 140</td>
<td>$1000/week</td>
</tr>
<tr>
<td>Mobile Box</td>
<td>✓</td>
<td>300 x 250</td>
<td>$1000/week</td>
</tr>
</tbody>
</table>

**R.O.S.** *(Run of site):* Ad moves with you from page to page throughout the site

**All our online ads have 100% share of voice.* 100% of readers will see your ad if they are looking at your particular ad space.
AVL Calendar Event Ads

ASHEVILLE’S GO-TO SOURCE FOR LIVE MUSIC AND COMMUNITY EVENTS!

SIDE PANEL AD

- AVL Calendar 25% shares: $150/week
- Subject to availability • 600 x 1000 pixels

MAIN BANNER

- AVL Calendar 25% shares: $150/week
- Subject to Availability • 900 x 111 pixels
  • Mobile Size • 320 x 100 pixels
Digital Ad Sizes

Desktop & Tablet

- 728 x 90 pixels
- 1200 x 300 pixels **homepage only**
- 300 x 250 pixels
- 300 x 250 pixels
- Two 300 x 250 pixel ads
- 540 x 120 pixels

Mobile

- 320 x 100 pixels
- 540 x 140 pixels
- 300 x 250 pixels

Newsletter

- 728 x 90 pixels
- Sponsored content format or 800 x 300 pixels