



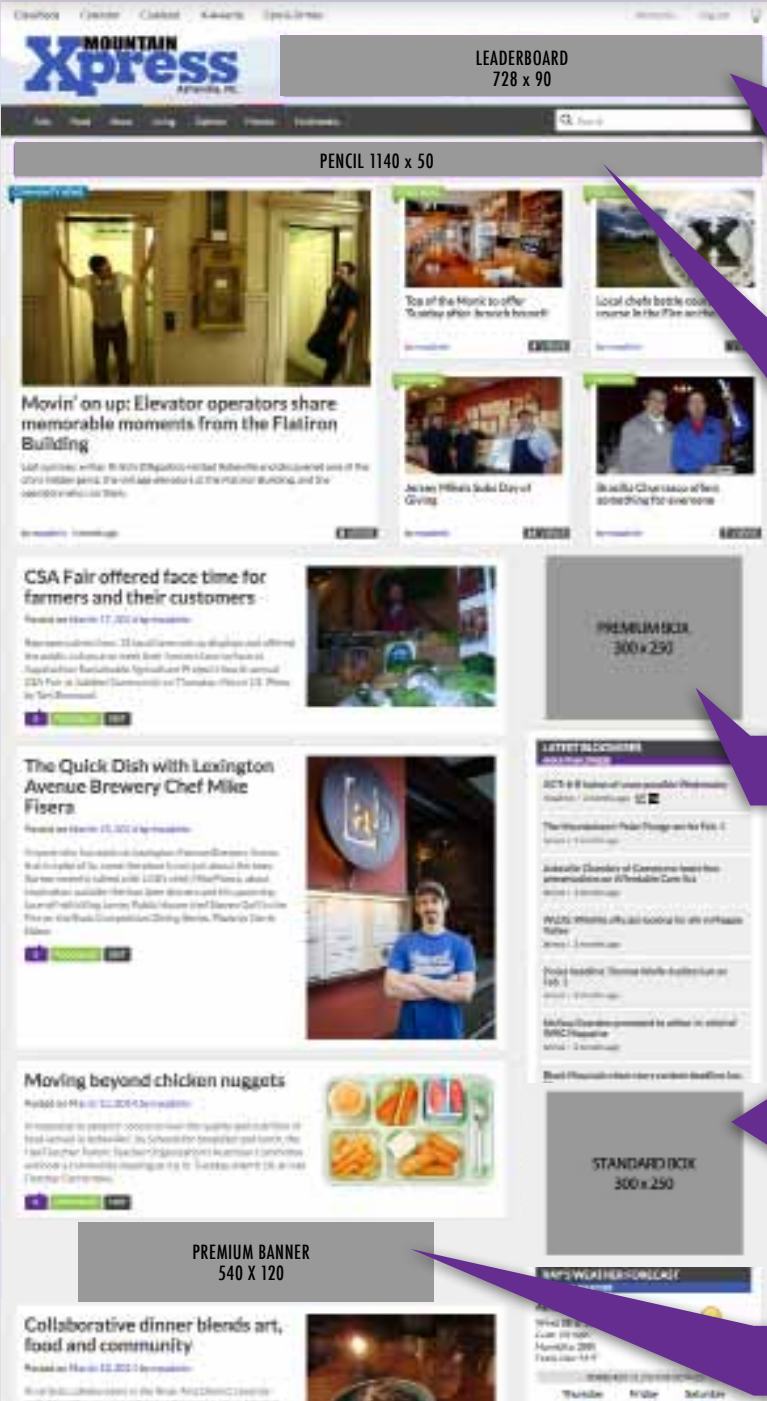
# ONLINE ADVERTISING RATES

IN OUR 21st YEAR • LOCALLY OWNED • LOCALLY COMMITTED



828-251-1333 • [advertising@mountainx.com](mailto:advertising@mountainx.com)

**Impressions-Based  
WEB ADVERTISING**



**LEADERBOARD**

- Displays in header of every page
- IAB Leaderboard (728 by 90 pixels)
- 0.11% CTR
- \$10 CPM (minimum 10,000 impressions)

**PENCIL - DROP DOWN**

- Sponsorship placement
- (1140 by 50 pixels) drops to (1140 by 300 pixels) upon hover
- 0.15% CTR
- Purchased on weekly basis per site sector (see adjacent "sponsorship" page)

**PREMIUM BOX**

- Highest placement in sidebar
- IAB Medium Rectangle (300 by 250 pixels)
- 0.15% CTR
- \$12 CPM (minimum 10,000 impressions)

**STANDARD BOX**

- IAB Medium Rectangle (300 by 250 pixels)
- 0.09% CTR
- \$7 CPM (minimum 10,000 impressions)

**PREMIUM BANNER**

- Displays between posted articles, links and within article text (540 by 120 pixels)
- 0.14% CTR
- \$11 CPM (minimum 10,000 impressions)

\*\*\* 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)

**CONTACT:**

**828-251-1333**

**advertising@mountainx.com**

Acceptable formats are GIF (static or animated, no larger than 75k), JPEG and SWF. Video-enabled and third-party ads acceptable, but subject to approval. Xpress will build a static web ad for you at no charge and an animated GIF or SWF ad for an additional design fee (\$25 minimum). For more information, contact your Ad Executive, or call 251-1333, ext. 320.

## MOBILE LEADERBOARD

MOBILE LEADERBOARD  
320 x 100



- displays on the header of the mobile website
- IAB Smartphone static wide banner (320 by 100 pixels)
- .25% average CTR
- \$15 CPM (Minimum 10,000 impressions)

## MOBILE BIG BOX

MOBILE BIG BOX  
300 x 250

- displays on the header of the mobile website
- IAB Smartphone static box (300 by 250 pixels)
- .25% average CTR
- \$15 CPM (Minimum 10,000 impressions)

Smartphone use is exploding and becoming the go-to method of getting information about what to do and where to do it.

Demographics that are using Smartphones for news, views and venues are checking their phones while they are out, ready to make a decision about where to go and what to do.

## TARGETING

One of the many advantages of advertising on Mountainx.com, is your ability to focus the delivery of your ad to the demographics that care. Targeting presets can be set so that your impressions serve:

- a specific geographical area
- at certain times of day only
- a limited number of impressions per viewer
- to specific parts of mountainx.com

Be sure to ask your sales rep about how to best focus the delivery of your web ads to maximize results.

## SPONSORSHIP OPPORTUNITIES

Our web sponsorships are purchased on a per week basis, where rather than purchasing a set number of impressions, you get to occupy **100% of the page views** for a given sector of our site. There are two levels of sponsorship: you can purchase just the **1140 x 300 Pencil Dropdown** ad, and you can opt to add the **400 x 900 Takeover Skin**, which appears on the peripheral flanks of the site for a background/wallpaper effect. Sponsorships are purchased on a weekly basis, beginning and ending on Monday at 12pm.

### Weekly Sponsorship Rates:

#### HOMEPAGE

\$300 (Pencil only) / \$540 (Pencil + Takeover Skin)

#### NEWS SECTION

\$200 (Pencil only) / \$360 (Pencil + Takeover Skin)

#### ARTS SECTION

\$150 (Pencil only) / \$270 (Pencil + Takeover Skin)

#### FOOD SECTION

\$150 (Pencil only) / \$270 (Pencil + Takeover Skin)

#### MOVIES SECTION

\$150 (Pencil only) / \$270 (Pencil + Takeover Skin)

#### CLASSIFIEDS

\$175 (Pencil only)

#### CLUBLAND

\$125 (Pencil only)

#### CALENDAR

\$125 (Pencil only)

#### OPINION

\$65 (Pencil only) / \$115 (Pencil + Takeover Skin)

#### LIVING

\$50 (Pencil only) / \$90 (Pencil + Takeover Skin)

#### Abbreviated Terms:

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

# Connect with your COMMUNITY



Our web traffic statistics show impressive numbers:

- 118,000 Absolute Unique Visitors / Month
- 379,000 Page Views / Month
- .11% site-wide average Click Thru Rate on advertisements
- Average time on site: 2m 07s
- Average pages / visit: 2
- 40% of users live in Asheville
- 52% of users live in WNC
- 42% Returning users
- 30% of site traffic from mobile devices, and growing
- Over 20,000 Facebook followers

These numbers demonstrate that MountainX.com is the premier destination for meaningful, relevant online advertising in the WNC Area.

All our traffic stats are verified by Google Analytics, and reports are available upon request.

## DEMOGRAPHICS

### MOUNTAINX.COM VISITOR DEMOGRAPHICS

(based on the August 2012 mountainx.com online reader poll and the most recent Google analytics figures).

Half our traffic is local.

- 42% of our visits come from Asheville.
- 52% of our visits come from WNC.

MountainX visitors are “regulars.”

- 42% of total visits are from returning users
- 40% of our visits are from weekly users (4 or more visits/month)
- 17% of our visits are from daily users (25 or more visits/month)
- 24% type our URL in directly
- 14% are referred by social media (e.g., Facebook, Twitter)

The average visitor spends 2 minutes and 07 seconds on the site, and in that time views an average of 2 pages.

The typical Mountain Xpress user most often visits the site for local headlines and articles. Below are MountainX.com percentages of page views by category:

- |                  |                      |
|------------------|----------------------|
| Homepage - 21%   | Articles (all) - 44% |
| Classifieds - 9% | Calendar - 5%        |
| Clubland - 4%    | Movies - 3%          |

**MOUNTAIN**  
**Xpress**  
mountainx.com