

Asheville Daily Planet

Rate card No. 6,
Effective Oct 1, 2012

Mailing address: P.O. Box 8490, Asheville, N.C. 28814
E-mail: advertising@ashevilledailyplanet.com

Phone: (828) 252-6565
Web site: www.ashevilledailyplanet.com

Advertising and preprinted insert deadlines: The newspaper is published at the beginning of each month. The deadline for all ads and preprinted inserts is noon on the third Wednesday, prior to the edition in which the ad/insert is to run. No cancellations of ads accepted after the deadline. Proofs will be sent to advertisers for their approval by no later than early Monday morning following the deadline. Approved or corrected proofs must be received by noon that Monday, or the ad will be run as is.

Local Display Discount Ad Rates (black and white)

Ad discounts are available via signed written contracts, based off frequency and volume guarantees.

Frequency (cost per month with a consecutive schedule)

SIZE	1 month	3 months	6 months	9 months	12 months
1/16 – page	\$35.00	\$34.00	\$33.00	\$32.00	\$30.00
1/8 – page	\$55.00	\$53.00	\$50.00	\$48.00	\$45.00
1/4 – page	\$100.00	\$97.00	\$93.00	\$89.00	\$85.00
1/2 – page	\$200.00	\$193.00	\$185.00	\$178.00	\$170.00
3/4 – page	\$300.00	\$287.00	\$273.00	\$264.00	\$255.00
Full page	\$400.00	\$385.00	\$370.00	\$355.00	\$340.00
Back page	\$700.00	\$675.00	\$659.00	\$625.00	\$600.00
2-page centerfold	\$850.00	\$812.00	\$775.00	\$738.00	\$700.00

Spot Color Rates

Color rates are in addition to ad rates

One color plus black	Two colors plus black	Three colors plus black
\$55.00	\$90.00	\$150.00

Church directory ad: \$7 per standard block: 2.4275”w. X 1.5”h. Ads published in church directory must run minimum of 6 consecutive issues.

Bulk Per Column Inch

A column inch is a space of 1- column wide by 1-inch high (2.4275- inches wide by 1-inch high)

100”	250”	500”	750”	1,000”
\$7.00	\$6.50	\$6.00	\$5.50	\$5.00

National Display Ad Rates

This rate applies to advertisers outside of the state of North Carolina.

Per column inch (1 column inch) 2.33” w x 1” h.....\$10.00

Classified Display Ad Rates

Standard classified display ads (per column inch).....\$8.00

Business card ad in service directory (3.3”w X 2”h).....\$20.00

(Business card discount rates available only with signed written contract.)

FREQUENCY	1 month	3 months	6 months	9 months	12 months
	\$30.00	\$27.00	\$25.00	\$23.00	\$20.00

Classified Line Ad Rates and Policies

Per issue

25 words or less	26 to 40 words	Classified line ads exceeding 40 words)
\$10.00	\$15.00	25 cents/extra word

Web Ad Rates

Web ads are only available when purchased in conjunction with print ads.

Ad Type	1 month	3 months	6 months	9 months	12 months
Banner Ad (Top Ad)	\$25.00	\$20.75	18.50	16.00	13.75
Side Small Ad (Button Ad)	\$15.00	\$12.00	\$9.00	\$8.50	\$8.00
Large Side Ad (Skyscraper)	\$65.00	\$54.00	\$49.00	\$39.00	\$36.00

Preprinted Insert Rates

Only a full run of preprinted inserts will be accepted. Preprinted inserts may not exceed the size of the paper, which measures 10.5”w X 13.75”h. Inserts must be flat. The minimum acceptable size is 5”w x 4.125”h. Call for quantities.

4-page tabloid insert (or less)	8-page tabloid insert	12-page tabloid inserts	16-page tabloid insert	20-page tabloid insert
5 cents per insert	5.5 cents per insert	6 cents per insert	6.5 cents per insert	7 cents per insert

Rates for higher page count available upon request.