

smoky mountain HOMES

Advertising Rates

Billed	1 Issue	2 Issues	3 Issues	4 Issues	5 Issues	6 Issues	7 Issues	8 Issues	9 Issues	10 Issues
3 Pages	\$1,125 ⁰⁰	\$1,110 ⁰⁰	\$1,095 ⁰⁰	\$1,080 ⁰⁰	\$1,065 ⁰⁰	\$1,050 ⁰⁰	\$1,035 ⁰⁰	\$1,020 ⁰⁰	\$1,005 ⁰⁰	\$990 ⁰⁰
2 Pages	\$750 ⁰⁰	\$740 ⁰⁰	\$730 ⁰⁰	\$720 ⁰⁰	\$710 ⁰⁰	\$700 ⁰⁰	\$690 ⁰⁰	\$680 ⁰⁰	\$670 ⁰⁰	\$660 ⁰⁰
Single Page	\$375 ⁰⁰	\$370 ⁰⁰	\$365 ⁰⁰	\$360 ⁰⁰	\$355 ⁰⁰	\$350 ⁰⁰	\$345 ⁰⁰	\$340 ⁰⁰	\$335 ⁰⁰	\$330 ⁰⁰
3/4 Page	\$297 ⁰⁰	\$295 ⁰⁰	\$293 ⁰⁰	\$291 ⁰⁰	\$289 ⁰⁰	\$287 ⁰⁰	\$285 ⁰⁰	\$283 ⁰⁰	\$281 ⁰⁰	\$279 ⁰⁰
1/2 Page	\$199 ⁰⁰	\$197 ⁰⁰	\$195 ⁰⁰	\$193 ⁰⁰	\$191 ⁰⁰	\$189 ⁰⁰	\$187 ⁰⁰	\$185 ⁰⁰	\$183 ⁰⁰	\$181 ⁰⁰
1/4 Page	\$99 ⁰⁰	\$97 ⁰⁰	\$95 ⁰⁰	\$93 ⁰⁰	\$91 ⁰⁰	\$89 ⁰⁰	\$87 ⁰⁰	\$85 ⁰⁰	\$83 ⁰⁰	\$81 ⁰⁰

Payment in full is expected by the end of the issue cycle.

Pre-Pay	1 Issue	2 Issues	3 Issues	4 Issues	5 Issues	6 Issues	7 Issues	8 Issues	9 Issues	10 Issues
3 Pages	\$1,012 ⁰⁰	\$999 ⁰⁰	\$985 ⁰⁰	\$972 ⁰⁰	\$958 ⁰⁰	\$945 ⁰⁰	\$931 ⁰⁰	\$918 ⁰⁰	\$904 ⁰⁰	\$891 ⁰⁰
2 Pages	\$675 ⁰⁰	\$666 ⁰⁰	\$657 ⁰⁰	\$648 ⁰⁰	\$639 ⁰⁰	\$630 ⁰⁰	\$621 ⁰⁰	\$612 ⁰⁰	\$603 ⁰⁰	\$594 ⁰⁰
Single Page	\$337 ⁰⁰	\$333 ⁰⁰	\$328 ⁰⁰	\$324 ⁰⁰	\$319 ⁰⁰	\$315 ⁰⁰	\$310 ⁰⁰	\$306 ⁰⁰	\$301 ⁰⁰	\$297 ⁰⁰
3/4 Page	\$267 ⁰⁰	\$265 ⁰⁰	\$263 ⁰⁰	\$261 ⁰⁰	\$260 ⁰⁰	\$258 ⁰⁰	\$256 ⁰⁰	\$254 ⁰⁰	\$252 ⁰⁰	\$251 ⁰⁰
1/2 Page	\$179 ⁰⁰	\$177 ⁰⁰	\$175 ⁰⁰	\$173 ⁰⁰	\$171 ⁰⁰	\$170 ⁰⁰	\$168 ⁰⁰	\$166 ⁰⁰	\$164 ⁰⁰	\$162 ⁰⁰
1/4 Page	\$89 ⁰⁰	\$87 ⁰⁰	\$85 ⁰⁰	\$83 ⁰⁰	\$81 ⁰⁰	\$80 ⁰⁰	\$78 ⁰⁰	\$76 ⁰⁰	\$74 ⁰⁰	\$72 ⁰⁰

Business/Service Advertisements

\$60 ⁰⁰	\$57 ⁰⁰	\$54 ⁰⁰	\$51 ⁰⁰	\$48 ⁰⁰	\$45 ⁰⁰	\$42 ⁰⁰	\$39 ⁰⁰	\$36 ⁰⁰	\$33 ⁰⁰
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Premiums

- 20% additional cost for placement
- Front Page — open rate
- Placement — First come, first served

Discounts & Value Added

All contract advertisers with at least a half page will also receive:

- 50 percent off rate sheet for all Smoky Mountain News advertising
- 25 percent off real estate rate sheet for Smoky Mountain Living advertising
- 25 percent off rate sheet for all WNC Travel Guide advertising

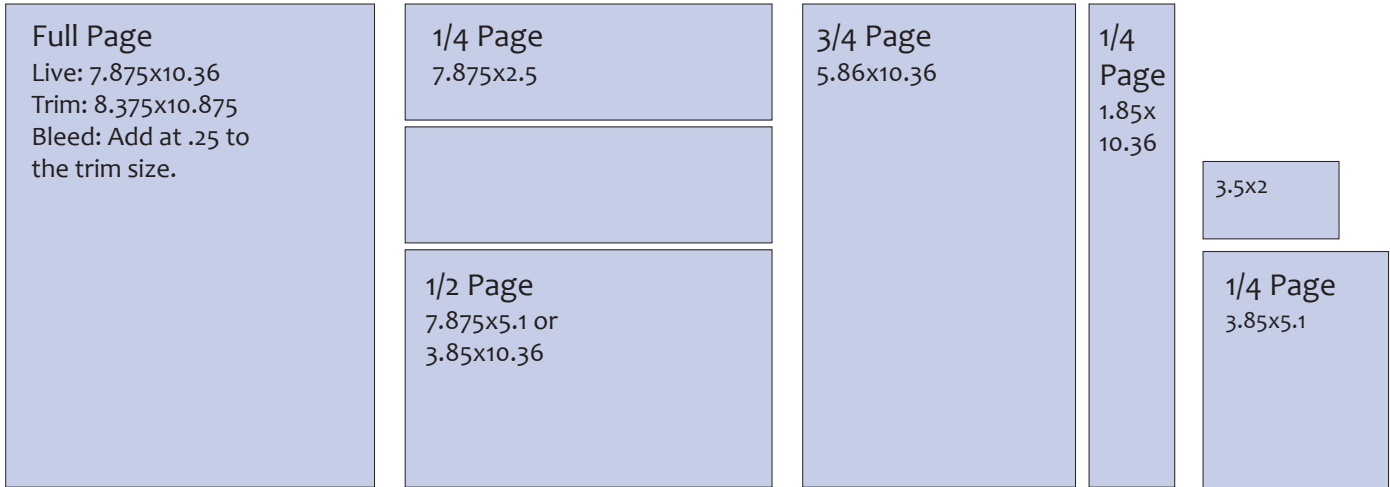
All contract advertisers will also receive:

- Free listing in realestate.com ad in Smoky Mountain News and Smoky Mountain Living
- Free 2-by-2 four-color open house ad or featured agent ad in Smoky Mountain News once a month
- 2-by-2 color listing ad in Smoky Mountain News for \$30 per week

We also offer

Rack sponsorships, gate folds, special inserts, perforated cards and various other ways to get your message out.

Ask your representative for details.



Ads are accepted in the following formats:

- PDF: CMYK, all fonts embedded and at least 300 dpi at 100% final size.
- EPS: Flattened, CMYK and all fonts converted to outlines. Any attached artwork must be included and at least 300 dpi at 100% final size.
- Quark/InDesign: Collected documents may be submitted. All applicable fonts and artwork must be included.
- JPEG & TIFF: Flattened, CMYK and at least 300 dpi at 100% final size.

Transmitting ad material:

- Camera-ready ads may be sent via email or uploaded to our FTP site. Contact your representative for FTP username and password.
- Ads may also be sent via CD. We cannot guarantee the return of such disks.
- Ads built in Word or Publisher will not be accepted as they are incompatible with our production process.

Publication dates:

- February 19, April 1, May 5, June 7, July 5, August 11, October 4, November 22, January 10, 2011

Ad Size: _____

Frequency: _____

Billing: PREPAY (DISCOUNT) INVOICE _____

CREDIT CARD CC#: _____ EXP: CVC#: _____

SMN: _____

WNC Travel Guide: _____

SML: _____

Total Bill: _____

Customer: _____

Authorized By: _____

SIGNATURE: _____

Address: _____

Phone: _____

Email: _____

Date: _____