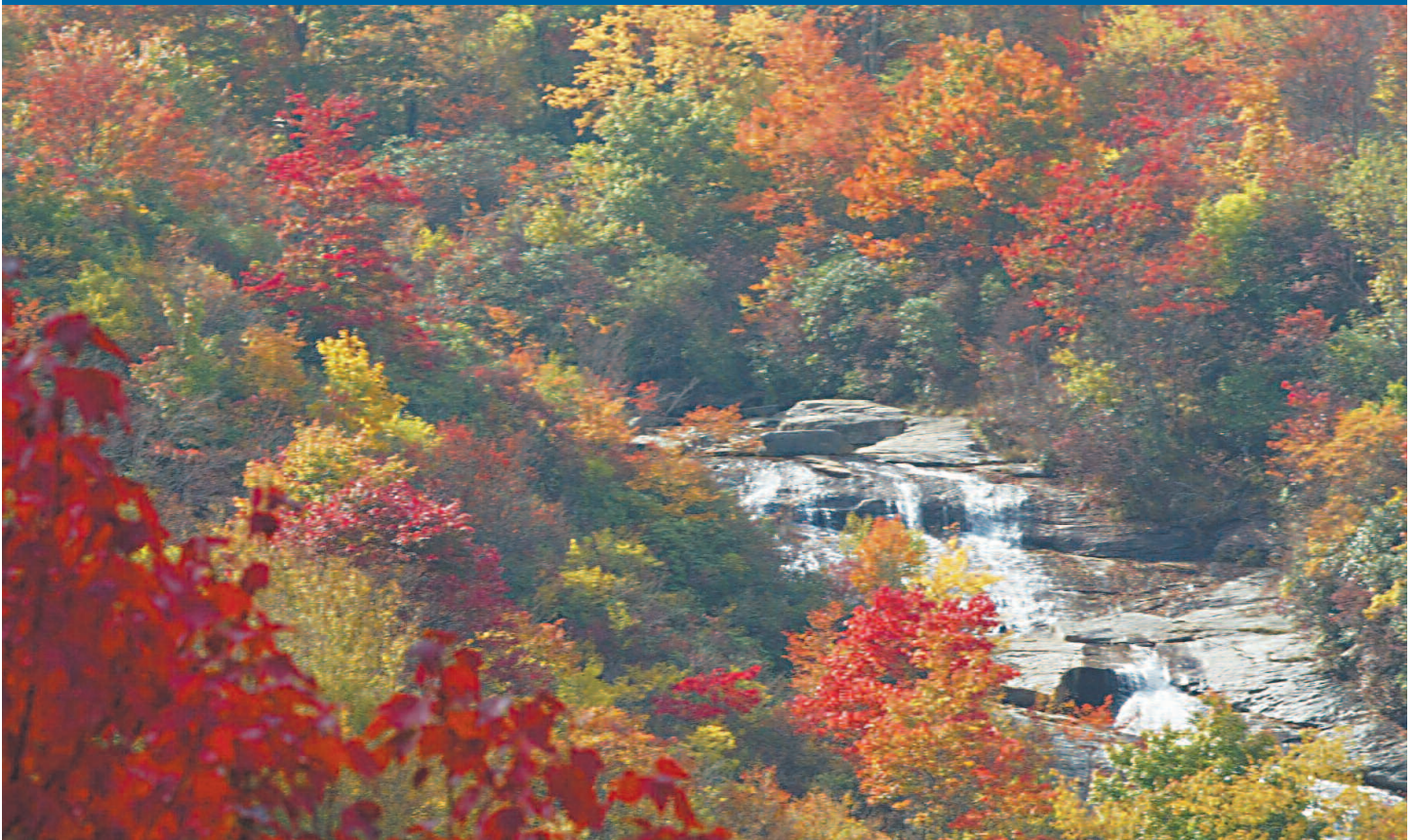


Times-News

Your Multi Media Source



Advertising Rate Card

Effective December 1, 2008

 **BlueRidgeNow.com**
Times-News Online

Times-News

A PART OF
The New York Times
Company 

Advertising Rate Card

Effective December 1, 2008

Times-News



1717 Four Seasons Blvd.
 Hendersonville, NC 28792
 P. O. Box 490, Hendersonville, NC 28793
Telephone: (828) 692-0505 or (800) 849-8050
Fax: (828) 692-2319
Web Address: www.BlueRidgeNow.com

Advertising DirectorKevin Drake 694-7832
Display Advertising ManagerHeather Staton 694-7840
Online DirectorMatt Rehm 694-7892

ROP (Run of Paper/Display) Retail and Classified

Open, per inch - daily and Sunday\$25.73
Annual Bulk Agreements

Inches	Rate per	Inches	Rate per	Inches	Rate per
per year	column in.	per year	column in.	per year	column in.
125\$22.21	1,200\$19.83	4,500\$17.90
250\$21.45	1,600\$19.35	6,500\$17.31
500\$20.88	2,400\$18.95		
750\$20.34	3,200\$18.53		

Repeat Discount

Earn 50% off every 2nd ad within 6 days of the first. No size or copy changes. Linage will count at 50% toward fulfillment of agreements. Color rates are separate and not included in the discount.

Daily Agreement

Applies to ads a minimum of two inches, publishing a minimum of 30 consecutive days. Size of ad must remain the same with one copy change per week permitted.

	Per Column Inch
4 Weeks\$10.16
13 Weeks\$9.65
26 Weeks\$9.08
52 Weeks\$8.54

Business Builder

The business builder program is designed to help new and small businesses increase traffic and sales at an affordable price. Ads will run two days per week in the Times-News and receive 10,000 impressions per week on BlueRidgeNow.com.

All costs shown are per week

	13 Weeks	26 Weeks	52 Weeks
4"	\$98.55	\$ 95.60	\$ 89.87
6"	\$143.40	\$139.07	\$130.75
8"	\$187.37	\$181.74	\$176.29
10"	\$229.54	\$226.64	\$209.29
12"	\$272.56	\$264.39	\$248.52

Private Party Non-Commercial

Per column inch\$11.79
 Birthdays, Anniversaries, Memorials, Reunions, Celebrations

Non-Profit

Per column inch\$17.74
 Requires tax-exempt status

COLOR

	Up to 1 Standard Page	Up to 1 Tab Page
One Color\$250\$168
Full Color\$450\$313

Shared Color\$8 inch
 Applies to ads a minimum of 15" in size and a maximum of 24". Magenta, cyan or yellow only on a space-available, color-available basis.

RECRUITMENT RATES

National rate, per line\$4.47
Local rates:	
Consecutive Insertions	Rate Per Line
1-3 times	\$3.09
4-6 times	\$2.90
7-13 times	\$2.64
14-29 times	\$2.59
30 times	\$2.45

BLIND BOX CHARGES

Pick up replies, per box \$12.50
 Mailed replies, per box \$22.00
 All replies to the Times-News blind box classified ads are held for no more than seven days after ad expiration.

SUNDAY REAL ESTATE TAB

Sunday Real Estate Tab, per column inch\$11.00
 Publishes every Sunday.

	First Full Page	Additional Full Page
Open Rate	\$740	\$465
52-week Agreement	\$740	\$256

Open House Ads, 2 col. x 3.5"\$39.00 ea. with display ad
 ..\$70.00 ea. without display ad

SPECIAL CLASSIFICATIONS

Legal Notices

First insertion, per line\$1.80
 Subsequent insertions, per line\$1.63
 Applies to all advertising required by state or local statute.

Creditor's Notices

Four insertions, paid in advance\$254.00

Obituaries

First 10 lines.....free
 Subsequent lines, per line\$1.82
 Copy accepted from funeral homes only.

ADVERTISING DEADLINES

Display ads:

Publication	Copy & Space Reservation
Monday	Thursday, 4 pm
Tuesday	Friday, 4 pm
Wednesday Food & Health	Thursday, 12 noon
Wednesday	Monday, 12 noon
Thursday	Monday, 4 pm
Friday	Tuesday, 4 pm
Entertainment (7 days prior)	Friday, 4 pm
Saturday	Wednesday, 4 pm
Sunday Real Estate	Wednesday, 12 noon
Sunday Blue Ridge Living	Wednesday, 4 pm
Sunday	Thursday, 12 noon

PREPRINTED INSERTS

Daily

	1-12x	13-24x	25-36x	37-48x	49-60x
Tab Pages					
2 page	44.00	43.00	42.00	41.00	40.00
4 page	47.00	46.00	45.00	44.00	43.00
8 page	54.00	53.00	52.00	51.00	50.00
12 page	61.00	60.00	59.00	58.00	57.00
16 page	65.00	64.00	63.00	62.00	61.00
20 page	69.00	68.00	67.00	66.00	65.00
24 page	71.00	70.00	69.00	68.00	67.00
28 page	73.00	72.00	71.00	70.00	69.00
32 page	75.00	74.00	73.00	72.00	71.00
36 page	77.00	76.00	75.00	74.00	73.00

Sunday/Holiday

	1-12x	13-24x	25-36x	37-48x	49-60x
Tab Pages					
2 page	46.00	45.00	44.00	43.00	42.00
4 page	49.00	48.00	47.00	46.00	45.00
8 page	56.00	55.00	54.00	53.00	52.00
12 page	63.00	62.00	61.00	60.00	59.00
16 page	67.00	66.00	65.00	64.00	63.00
20 page	71.00	70.00	69.00	68.00	67.00
24 page	73.00	72.00	71.00	70.00	69.00
28 page	75.00	74.00	73.00	72.00	71.00
32 page	77.00	76.00	75.00	74.00	73.00
36 page	79.00	78.00	77.00	76.00	75.00

Over 36 page tab, add \$2 per thousand for each 4-page increment. Standard size page (200 square inches) is charged as two tab pages.

Preprint lineage may count toward fulfillment of Annual Bulk agreements.

Orders less than 15,000 will be charged an additional \$2.00 per thousand. Preprints requiring special handling will be quoted on an individual basis.

Multi-advertiser inserts are not accepted.

Deadlines: Orders and materials must be received a minimum of fourteen (14) business days in advance of publication.

Quantity: Minimum order is 10,000. Circulation varies seasonally. Please contact the Retail Advertising Department for specific dates.

Requirements: Material must be brick-stacked on standard size pallets and be suitable for use in mechanical inserting equipment. Pallet loads must not exceed 2,000 lbs. Single sheet inserts must be printed on 70 lb. text or heavier.

Maximum Size: 11" x 11.62" x 64 pages

Minimum Size: 4.125" x 5" x 1 page

Shipping: Spartanburg Herald Journal
200 Herald Journal Blvd
Spartanburg, SC 29303

Mark ATTN: Times-News with Date of Publication

Receiving: 8 a.m. to 4 p.m. Monday through Friday

TIMES-NEWS WEEKLY

TN Weekly is a FREE community newspaper designed to appeal to families and people who do not read a newspaper every day. With the focus on local news, people who make a difference in our community and shopping information, TN Weekly will be welcomed in homes each week. Your ad in TN Weekly, combined with the Times-News, offers a cost-effective way to reach nearly 100% of Henderson County homes with no duplication!

Distribution: 18,800 copies in Hendersonville, Fletcher, Mills River, Etowah, Green River, Tuxedo, Zirconia, Flat Rock, Dana, Edneyville, Fruitland.

Number of Weeks	Inches Per Week 30" or less	Inches Per Week 31"-64"	Inches Per Week 65"-114"	Inches Per Week Full Page
1	9.09	8.71	8.07	7.68
13	8.45	7.90	6.87	6.73
26	8.06	7.38	6.56	6.26
52	7.68	6.73	6.26	5.95

Add Color - Process \$295/Spot \$125

MECHANICAL REQUIREMENTS

Standard ADS (6 Col.)

Columns	Layout Width
1	1.55 inches
2	3.22 inches
3	4.89 inches
4	6.56 inches
5	8.22 inches
6	9.89 inches
Double Truck	21.33 inches

Full page depth is 20.75 inches

Why Newspapers?

The compelling facts below underscore the strength of newspapers:

- 49% of adults read a newspaper on an average weekday.
- 56% of adults read a newspaper on an average Sunday.
- 69% of adults read a daily newspaper in the past 5 days.
- 71% of adults read a Sunday newspaper in the past month.
- Customers for many products and services are also the heaviest newspaper readers.
- Newspaper sections provide advertisers with unique targeting opportunities.
- The newspaper is the most used advertising source for coupons.
- The newspaper is the most frequently used advertising medium.

Source: NAA 2008

TIMES-NEWS ONLINE

Times-News digital newspaper www.BlueRidgeNow.com is the premier informational website in Henderson, Polk and Transylvania counties. Expand your reach and potential customers with a targeted campaign with our online newspaper.

Available inventory:

Large Unit Ad	336x280 or 300x250
Half Page	300x600
Skyscraper	160x600
Leaderboard (Full Banner)	728x90
Beltway	234x60
Marquee	300x100

\$20 CPM for front page Marquee

RUN OF SITE:

\$20 CPM for Half Page

\$15 CPM for Leaderboard and Large Unit

\$10 CPM for Skyscraper

\$5 CPM for Beltway

GUIDELINES & POLICIES

1. RATE AND PAYMENT POLICIES

A. All advertising is cash with order unless credit has been approved. Accounts on credit must pay within 15 days. Accounts more than 15 days past due shall be charged interest at the rate of 1.5% per month (18% per annum). No cash discounts are allowed. Retail and Classified rates are not commissionable.

B. Written notice of rate changes will be given 30 days in advance. Upon notice, the advertiser has the option to accept the rate change or terminate the agreement without penalty.

C. All rates and terms must be approved in writing before advertising space is reserved. Once reserved, space cannot be cancelled.

D. Any contract advertiser failing to use the minimum space will pay the difference between the contract rate and the rate earned during the term of the agreement.

E. An agreement is void if advertisements are not placed within 30 days of the effective date. Blanket contracts for an agency's list of clients will not be accepted. Agreements will be backdated only to the first day of the month they are signed.

F. The advertiser and advertising agency assume liability, jointly and severally, for all content, including text representations and illustrations, of advertisements printed and also assume responsibility for any claims arising therefore made against the Times-News. The advertiser and the advertising agency agree, jointly and severally, to indemnify and hold the Times-News harmless from all costs, expenses, including reasonable attorney's fees, liabilities and damages resulting from publication of any advertisement placed by the advertiser or the advertising agency.

G. The Times-News accepts no liability for damages for failure to publish any advertisement. Adjustments will be negotiated for errors with liability limited to the cost of the space. To qualify for a billing adjustment or credit, claims must be made within 30 days of the invoice date. Credits will apply only to the first insertion.

H. Advertisers may be charged for reserved space when no copy has been received by deadline or when a cancellation order is received after deadline.

I. The Times-News reserves the right to modify or reject advertisements without notice at its sole discretion.

J. Position or section requests will be accommodated whenever possible but are not guaranteed.

K. Advertising that resembles editorial or news material must be labeled prominently as "Paid Advertisement" and may not be set in Times-News text typefaces.

L. Advertising material furnished by the advertiser will not be returned unless a written request is made when the ad is ordered. Material will be held no longer than 30 days after the last run date. The Times-News is not responsible for damage or loss to original artwork or printing material supplied to the newspaper.

M. Ads supporting a political candidate or special interest must be labeled "Paid Political Ad" and include the name of the person responsible for placing the ad in accordance with North Carolina law governing political advertising. Payment with order required.

N. Going out of business advertising requires payment with order.

O. Orders for space constitute acceptance of policies, rates and requirements in the then current rate card.

P. Brokered ad space is not accepted and advertising space cannot be shared.

2. SPECIAL SERVICES

Proofs

Advertisers may request a proof of each advertisement 20 column inches or larger if submitted prior to normal deadlines. Customers are responsible for correcting errors in proofs. New copy changes or additions will be charged at a rate of \$30 per hour. Minimum charge \$25.

Tearsheets

Advertisers can have access to tearsheets online for immediate use and coop advertising requirements. Paper tearsheets are not available.

Fees for Services

Custom art and photography services: \$30 per hour, minimum charge \$25. Adjustments to electronic files to assure correct publication: \$30 per hour, minimum charge \$25.

3. DEPTH REQUIREMENTS

Minimum size: 1 column inch. Depth billed to next quarter inch.

Advertisements deeper than 19 inches will be billed as a full column. The center column on a center spread will be billed as a column. Must be a minimum 9 columns by 15 inches.

Times-News

 **BlueRidgeNow.com**
Times-News Online