



**Web site Opportunities**  
Options include: home page space, section sponsorships, Country Store specials and classified ads

See our Web site rate sheet to learn more.

# 2012 Advertising Rates

## Circulation

Carolina Country is mailed within a week before the first of each month. Our rates are based on a guaranteed monthly circulation of 650,000. Our readership is 1.5 million. The magazine has the largest circulation of any audited North Carolina publication.

member of BPA Worldwide

## Closing Dates

| ISSUE MONTH | SPACE RESERVATION | MATERIALS DUE* |
|-------------|-------------------|----------------|
| January     | Nov. 10           | Nov. 23        |
| February    | Dec. 10           | Dec. 21        |
| March       | Jan. 10           | Jan. 25        |
| April**     | Feb. 10           | Feb. 24        |
| May         | March 9           | March 26       |
| June        | April 10          | April 25       |
| July        | May 10            | May 25         |
| August      | June 11           | June 25        |
| September   | July 10           | July 25        |
| October     | Aug. 10           | Aug. 24        |
| November    | Sept. 10          | Sept. 25       |
| December    | Oct. 10           | Oct. 25        |

\*Late submissions will be assessed a \$100 surcharge.

\*\*Bonus Opportunity: Reader Response labels. Free distribution at N.C. Welcome Centers. No cancellations after deadlines.

## Digital File Guidelines

Follow this list of guidelines to help us output your digital ads correctly. More detailed information at [www.carolinacountry.com](http://www.carolinacountry.com).

- Print-ready PDF preferred (all colors CMYK).
- Acceptable software is InDesign, QuarkXPress, Photoshop and Illustrator.
- Remember to include: document file, all printer and screen fonts required by the file, and all images.
- Images should have a resolution of 300 dpi, at 100% of the final print size.
- Send files on CD or DVD. E-mail small files directly to [jennifer.hoey@carolinacountry.com](mailto:jennifer.hoey@carolinacountry.com). To transfer large files via FTP, visit [www.carolinacountry.com/upload](http://www.carolinacountry.com/upload).
- Materials requiring preparation by Carolina Country, including typesetting, composition and artwork, will be billed to advertiser or agency. This includes resizing to fit our specifications, making changes and adding key codes.

## Dimensions

|                          |  |
|--------------------------|--|
| Page size:               | 7 <sup>7</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> " |
| Full-page ad (no bleed): | 6 <sup>7</sup> / <sub>8</sub> " x 9 <sup>7</sup> / <sub>8</sub> "  |
| Full-page ad (bleed):    | 8 <sup>1</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> " |
| Column width:            | 2 <sup>3</sup> / <sub>16</sub> "                                   |
| Column depth:            | 9 <sup>7</sup> / <sub>8</sub> "                                    |

## Four-Color Process

### Display Advertising Rates

(gross, per month)

| Size | 1 time | 3 time | 6 time | 12 time |
|------|--------|--------|--------|---------|
|------|--------|--------|--------|---------|

### RUN OF THE BOOK

|                                  |         |         |         |         |
|----------------------------------|---------|---------|---------|---------|
| Full Page                        | \$7,885 | \$7,480 | \$7,135 | \$6,815 |
| <sup>2</sup> / <sub>3</sub> Page | 5,700   | 5,550   | 5,200   | 4,675   |
| <sup>1</sup> / <sub>2</sub> Page | 4,630   | 4,445   | 4,270   | 4,080   |

### CAROLINA COUNTRY MARKETPLACE

|                                  |         |       |       |       |
|----------------------------------|---------|-------|-------|-------|
| <sup>1</sup> / <sub>3</sub> Page | \$3,615 | 3,475 | 3,330 | 3,190 |
| <sup>1</sup> / <sub>6</sub> Page | 2,295   | 2,240 | 2,125 | 2,065 |

## Black & White

### Display Advertising Rates

(gross, per month)

| Size | 1 time | 3 time | 6 time | 12 time |
|------|--------|--------|--------|---------|
|------|--------|--------|--------|---------|

### RUN OF THE BOOK

|                                  |         |         |         |         |
|----------------------------------|---------|---------|---------|---------|
| Full Page                        | \$7,190 | \$6,775 | \$6,440 | \$6,120 |
| <sup>2</sup> / <sub>3</sub> Page | 5,000   | 4,850   | 4,500   | 3,985   |
| <sup>1</sup> / <sub>2</sub> Page | 3,940   | 3,750   | 3,575   | 3,385   |

### CAROLINA COUNTRY MARKETPLACE

|                                  |         |       |       |       |
|----------------------------------|---------|-------|-------|-------|
| <sup>1</sup> / <sub>3</sub> Page | \$2,915 | 2,785 | 2,635 | 2,505 |
| <sup>1</sup> / <sub>6</sub> Page | 1,595   | 1,495 | 1,430 | 1,360 |
| 3 inch                           | 1,135   | 1,115 | 1,050 | 995   |
| 2 inch                           | 750     | 745   | 675   | 635   |
| 1 inch                           | 380     | 360   | 350   | 320   |

## Color and Position

Each additional color ink: \$200

Back cover: \$500

2nd & 3rd cover: \$400

Guaranteed position (if available): add 5%

## Classified Advertising

\$2 per word, prepaid. \$20 minimum per ad.

No frequency discounts. Web site ads, \$20 per month. Purchase online at [www.carolinacountry.com](http://www.carolinacountry.com).

