


# advertising rates

2017

## CIRCULATION

Carolina Country is mailed within a week before the first of each month. Our rates are based on a guaranteed monthly circulation of 695,000. Our readership is 1.5 million. The magazine has the largest circulation of any audited North Carolina publication.

MEMBER OF  BPA

## CLOSING DATES

ISSUE MONTH	SPACE RESERVATION	MATERIALS DUE*
January	Nov. 10	Nov. 25
February	Dec. 9	Dec. 22
March	Jan. 10	Jan. 25
April**	Feb. 10	Feb. 24
May	March 10	March 24
June	April 10	April 25
July	May 10	May 25
August	June 9	June 23
September	July 10	July 25
October	Aug. 10	Aug. 25
November	Sept. 8	Sept. 25
December	Oct. 10	Oct. 25

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

\*\*Travel issue: additional 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.

- 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 [carolinacountry.com/upload](http://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 7/8" x 10 7/8"
Full-page ad (no bleed):	6 7/8" x 9 7/8"
Full-page ad (bleed):	8 1/8" x 11 1/8"
Column width:	2 3/16"
Column depth:	9 7/8"

## FOUR-COLOR PROCESS

DISPLAY ADVERTISING RATES (gross, per month)

SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
<i>Run of the Book</i>				
Full Page	\$9,150	\$8,680	\$8,280	\$7,910
2/3 Page	6,605	6,435	6,035	5,425
1/2 Page	5,375	5,165	4,960	4,730
<i>Carolina Country Marketplace</i>				
1/2 Page	\$4,195	\$4,030	\$3,865	\$3,700
1/4 Page	2,660	2,605	2,465	2,395

## BLACK & WHITE

DISPLAY ADVERTISING RATES (gross, per month)

SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
<i>Run of the Book</i>				
Full Page	\$8,345	\$7,865	\$7,470	\$7,100
2/3 Page	5,805	5,630	5,220	4,630
1/2 Page	4,575	4,345	4,145	3,930
<i>Carolina Country Marketplace</i>				
1/2 Page	\$4,000	\$3,220	\$3,060	\$2,905
1/4 Page	1,850	1,735	1,660	1,575
3 inch	1,320	1,295	1,220	1,150
2 inch	865	860	780	740
1 inch	445	420	410	370

## COLOR & 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. Purchase online at [carolinacountry.com](http://carolinacountry.com).

# Carolina country

Full page  
6 7/8" x 9 7/8"

2/3 vertical  
4 1/2" x 9 7/8"

1/2 vert.  
2 3/16"  
x 9 7/8"

1/2 horizontal  
6 7/8" x 4 7/8"

Marketplace  
Sizes

2 3/16" x 1"

3-inch  
2 3/16" x 3"

1/2 horizontal  
4 1/2" x 2"

2 3/16" x 2"

1/2 horizontal  
4 1/2" x 4 7/8"

1/2 vert.  
2 3/16"  
x 4 7/8"