



THE APPALACHIAN

RATES AND GUIDELINES

ASU Box 9165
828-262-2157
Jacob Oller
business@theappalachianonline.com



PRINT RATES & GUIDELINES

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RATES

ON CAMPUS

(on campus clubs and organizations only)

Full Page	\$420
1/2 Page	\$210
1/4 Page	\$110
1/8 Page	\$60
Coupon/Business Card	\$45

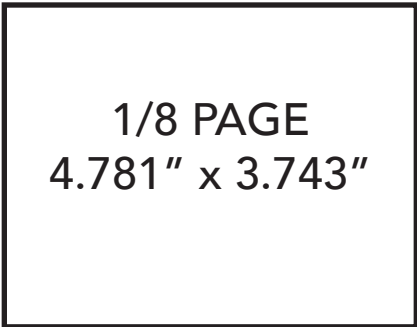
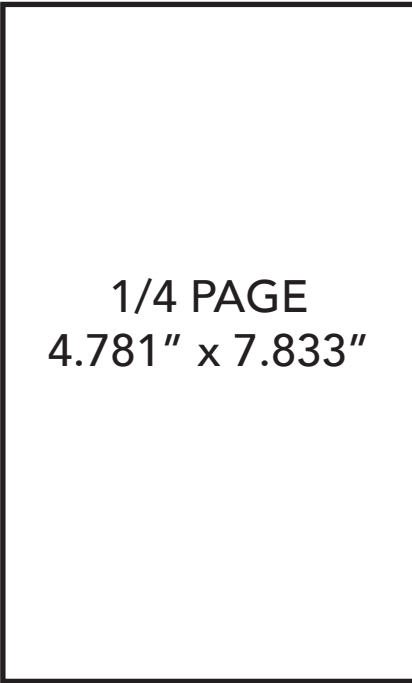
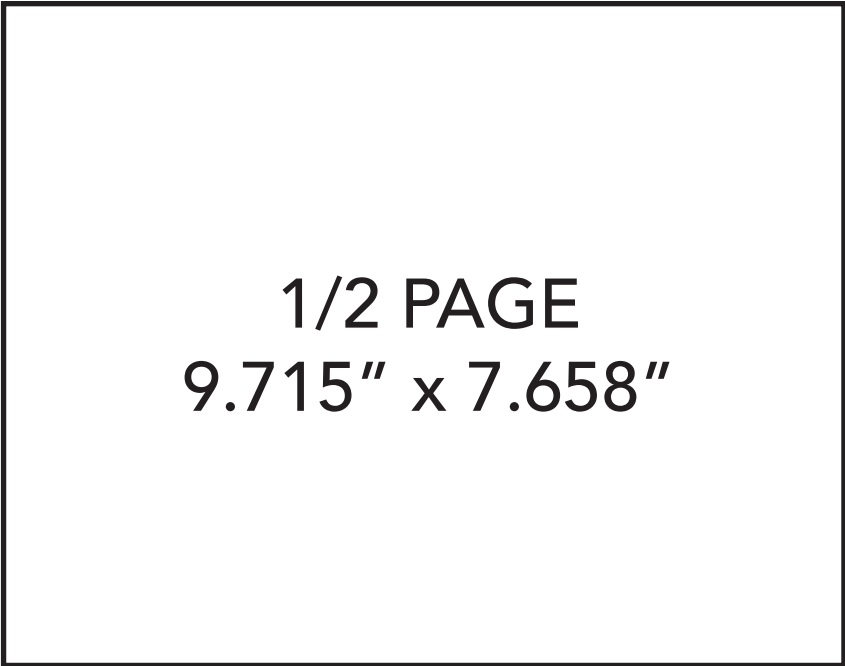
LOCAL

(Boone area)

Full Page	\$700
1/2 Page	\$350
1/4 Page	\$175
1/8 Page	\$100
Coupon/Business Card	\$60

PRINT READY ARTWORK

- All text should be converted to outlines
- Photos and raster artwork should be at least 300 ppi at full size
- Black and white ads should be saved as grayscale
- Color ads should be saved as CMYK
- No text smaller than 9pt
- No rich black, use process black (100%K)
- Ads must be sent in as .PDF or .TIFF files
- Name files accordingly:
BusinessName_IssueDate.pdf



ADDITIONAL FEES

DESIGN FEE

Local	\$100
Campus	\$50

COLOR

Full Color	\$225
Pre-Printed Inserts	\$400

examples are not scaled to size



WEB RATES/ NEWSSTANDS & GUIDELINES

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MIDDLE BANNER
970px x 90px

LEADERBOARD
728px x 90px

SIDE BAR
300px x 250px

WEB RATES

PER WEEK

Leaderboard	\$150
Middle Banner	\$125
Side Bar	\$100

PER MONTH

Leaderboard	\$500
Middle Banner	\$400
Side Bar	\$350

WEB READY ARTWORK

- Photos and raster artwork should be at least 300 dpi at full size
- Color ads should be saved as RGB
- No text smaller than 7pt
- Ads must be sent in as .JPEG, .PNG, .GIF files
- Name files accordingly:
BusinessName_IssueDate.pdf

NEWSSTANDS

RATES

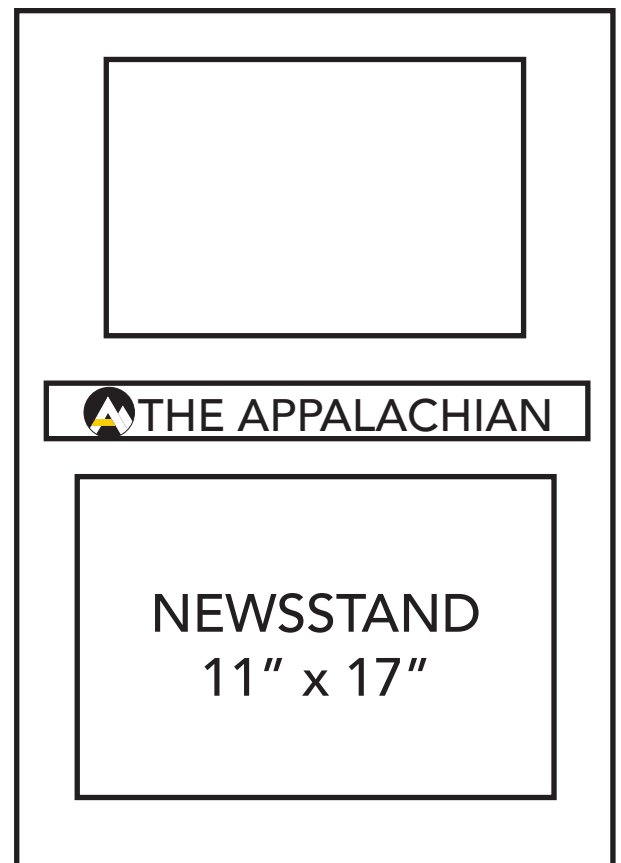
ON CAMPUS

(on campus clubs and organizations only)
Front of Newsstand (one week) \$400

LOCAL

(Boone area)
Front of Newsstands (one week) \$500

examples are not scaled to size





DEALS & SCHEDULE

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DEADLINES

ISSUE

Thursday

SPACE SOLD

One Week Prior

ARTWORK DUE

Friday @ 5 PM

DISCOUNTS

BULK DEALS

5-10 Ads 10% OFF

10+ Ads 15% OFF

May not be combined

PRINT SCHEDULE

JANUARY

S	M	T	W	T	F	S
				19		
				26		

FEBRUARY

S	M	T	W	T	F	S
				2		
				9		
				16		
				23		

MARCH

S	M	T	W	T	F	S
				2		
				9		
				23		
				30		

APRIL

S	M	T	W	T	F	S
				6		
				13		
				20		
				27		

MAY

S	M	T	W	T	F	S
				4		