

ADVERTISE WITH

The Appalachian Voice

The *Appalachian Voice* is a free bi-monthly newspaper that has covered environmental, outdoor, and cultural news in the Appalachian mountains since 1996. We provide thorough and well-researched environmental news coverage to fit a niche not often covered by standard news media, and deliver this to a broad spectrum of readers in locations that span seven states.

The *Voice* has a total circulation of 61,000 copies, with each issue mailed directly to approximately 1500 individuals, businesses and organizations across the eastern seaboard, and our network of volunteer distributors delivering the remainder to more than 350 locations in NC, VA, TN, WV, AL, GA, SC, KY and the District of Columbia. The *Appalachian Voice* can be found in grocery stores, restaurants, welcome centers, outdoor sporting shops, and other outlets in our distribution region.



Appalachian Voices Business League—which includes our *Voice* advertisers—is comprised of businesses committed to spreading a simple message with a unified voice to their customers, neighbors and political leaders alike: a healthy environment is essential for a healthy economy.

Join the Appalachian Voices Business League today by advertising in the *Appalachian Voice* (or making a one-time donation) and add your voice to the many businesses already committed to protecting the health and environment, and thus the economic future of our Appalachian Mountains.

See the reverse side of this page for pricing details.

AD DESIGN: We offer free, in-house ad design for standard ads. Email ads@appvoices.org about the possibilities!

SUBMITTING CAMERA READY ADS: Ads must be properly sized and saved as PDF (preferred) or TIFF format. Ads must be in CMYK color mode. Email finished ad to ads@appvoices.org

* All open rates subject to change without notice. Signed 1/2 year and year contract rates will not change for the duration of that contract.

*** We reserve the right to accept or deny advertising based on our organizational mission

PUBLICATION DATES AND DEADLINES - 2012

February / March issue

RESERVE AD SPACE Fri., January 20
 AD COPY DUE Wed., January 25
 STREET DATE Tues., Feb. 21

April / May issue

RESERVE AD SPACE Thurs., March 16
 AD COPY DUE Fri., March 23
 STREET DATE Tues., April 17

June / July issue

RESERVE AD SPACE Fri., April 27
 AD COPY DUE Fri., May 4
 STREET DATE Fri., June 15

August / September issue

RESERVE AD SPACE Fri., July 6
 AD COPY DUE Fri., July 13
 STREET DATE Wed., August 10

October / November issue

RESERVE AD SPACE Fri., Sept. 14
 AD COPY DUE Fri., Sept. 21
 STREET DATE Fri., Oct. 12

December / January 2012 issue

RESERVE AD SPACE Fri., Nov. 2
 AD COPY DUE Tues., November 13
 STREET DATE Fri., Dec. 7

RATES & BUSINESS LEAGUE INFO

Friend of the Mountains

(up to \$500)

Make a one-time donation up to \$500 OR
Purchase one of the following ad packages
in *The Appalachian Voice*:

- 1/8 page ad = \$190 (single issue)
- 1/4 page ad = \$355 (single issue)

Mountain Defender

(\$500 to \$999)

Make a one-time donation OR
Purchase one of the following ad packages
in *The Appalachian Voice*:

- 1/2 page ad for a single issue = \$640 (1 issue)
- 1/8 page ad for 1 full year (6 issues at \$160 per issue, or 15% off of regular price) = \$960
- 1/4 page ad for half a year (3 issues at \$320 per issue, or 10% off of regular price) = \$960

Appalachian Protector

(\$1000 to \$2499)

Make a one-time donation OR
Purchase one of the following ad packages
in *The Appalachian Voice*:

- Full page ad for a single issue = \$1155
- 1/4 page ad for 1 full year (6 issues at \$300 per issue, or 15% off of regular price) = \$1800
- 1/2 page ad for half a year (3 issues at \$575 per issue, or 10% off of regular price) = \$1725

Appalachian Steward

(\$2500 to \$4999)

Make a one-time donation between \$2500
and \$4999 OR
Purchase one of the following ad packages
in *The Appalachian Voice*:

- 1/4 page ad for 2 full years (12 issues at \$320 per issue, or 25% off regular price) = \$3200
- 1/2 page ad for 1 full year (6 issues at \$545 per issue, or 15% off regular price) = \$3270
- Full page ad for half a year (3 issues at \$1040 per issue, or 10% off regular price) = \$3120

Champion of the Mountains

(\$5000 or more)

Make a one-time donation over \$5000 OR
Purchase one of the following ad packages
in *The Appalachian Voice*:

- 1/2 page ad for 2 full years (12 issues at \$480 per issue, or 25% off regular price) = \$5760
- Full page ad for 1 full year (6 issues at \$980 per issue, or 15% off regular price) = (\$980/issue) = \$5880
- Full page ad for 2 full years (12 issues at \$866 per issue, or 25% off regular price) = \$10,400

All Ads Full Color*

Size/Dimension <i>width x height</i>	Single Issue <i>one-time ad</i>	Half year <i>3 consecutive issues</i>	Full Year <i>6 consecutive issues</i>	2 Years <i>12 consecutive issues</i>
1/8 page 4.67" x 2.6"	\$190 <i>Friend of the Mountain</i>	\$170 <i>per issue</i> <i>Mountain Defender</i>	\$160 <i>per issue</i> <i>Mountain Defender</i>	\$140 <i>per issue</i> <i>Appalachian Protector</i>
1/4 page 4.67" x 5.3"	\$355 <i>Friend of the Mountain</i>	\$320 <i>per issue</i> <i>Mountain Defender</i>	\$300 <i>per issue</i> <i>Appalachian Protector</i>	\$265 <i>per issue</i> <i>Appalachian Steward</i>
1/2 page 9.5" x 5.3"	\$640 <i>Mountain Defender</i>	\$575 <i>per issue</i> <i>Appalachian Protector</i>	\$545 <i>per issue</i> <i>Appalachian Steward</i>	\$480 <i>per issue</i> <i>Champion</i>
Full page 9.5" x 11"	\$1155 <i>Appalachian Protector</i>	\$1040 <i>per issue</i> <i>Appalachian Steward</i>	\$980 <i>per issue</i> <i>Champion</i>	\$865 <i>per issue</i> <i>Champion</i>

Variable sized ads and special placement priced upon request

The Appalachian Voice

ADVERTISING CONTRACT

Please complete this form and mail, fax or email (as saved PDF) to:

Appalachian Voices
191 Howard Street
Boone, NC 28607

FAX: 828-262-1540
EMAIL: ads@appvoices.org

Size of ad:

- 1/8pg 1/4pg 1/2pg full

Choose one of the following Options:

- one time ad \$ _____ 3 issues at \$ _____ per issue
 6 issues at \$ _____ per issue 12 issues at \$ _____ per issue

* Multiple issue rates are for consecutively run ads

Start date of consecutive ads _____ End date _____

Billing Information

Business Name _____

Contact Name _____

Mailing Address _____

Phone Number _____

Email _____

Signature _____ Date _____

ALL Levels receive these additional benefits:

- One year membership to the AV Business League
- Certificate of membership (All levels \$500 and above receive a framed certificate)
- Subscription to *The Appalachian Voice* newspaper
- Listing in our Annual Report
- Listing on Appalachian Voices website (averaging XXX visits per month)
- Opportunity to sponsor events, including our annual membership meeting and outdoor celebration, RiverFest