



Bold Life

2016 ADVERTISING INFORMATION





Bold Life

2016 ADVERTISING INFORMATION

Since 2003, *Bold Life* has provided in-depth coverage of the people, arts and culture of Hendersonville and nearby communities within Henderson, Polk, Rutherford and Transylvania Counties.

Readers who want the latest take on local food, shopping, arts, entertainment and community events find *Bold Life* at over 400 carefully curated locations each month. Every issue includes loads of events and things to do, from tailgate markets and festivals to art openings and concerts.

Bold Life is homegrown and locally owned. We're committed to supporting our community, our advertisers and to showcasing the best our region has to offer.

Format

Bold Life is printed on coated paper with a matte finish and a fresh modern layout. All ads are full color.

Ad Dimensions

<p>MarketPlace 2.5" x 4.5"</p>	<p>1/4 Page 3.9" x 4.8"</p>	<p>1/2 Page Vertical 3.9" x 10"</p>	<p>Full Page 9" x 10.875"</p>
	<p>1/2 Page Horizontal 8.125" x 4.8"</p>		<p>Add .125" on all sides for bleed</p>

Display Ad Options

price per issue, all ads are full color

AD SIZE	12 ISSUES	6 ISSUES	1 ISSUE
MarketPlace*	140	185	200
1/4 Page	280	380	450
1/2 Page	470	630	740
Full Page	840	1120	1290
Inside Covers	940	1220	1390
Back Cover	990	NA	NA

*An economical way to promote your business, MarketPlace ads are placed six to a page in each issue.

Profile Ad

A profile is a powerful way to tell your story and showcase your business with an article and photograph.

price per issue

PROFILE AD	12 ISSUES	6 ISSUES	1 ISSUE
Full Page	940	1220	1390
2-Page Spread	1300	1750	1970

Ad Specs

We accept PDF, EPS, TIFF or JPG files. Artwork must be 300 ppi at the intended print size, all color must be converted to CMYK. Ads must be sized to our exact dimensions with no crop marks.

Closing Dates + Payment

Ads are due by the 10th of the month prior to publication. Full payment is due by ad closing date. Pay for your entire 6 or 12 month commitment in advance of your first ad and save 5%.

Ready to Advertise? We offer design and layout services and will work with you to craft an effective message.

Call us at 828-692-3230 or e-mail us at ads@boldlife.com to get started.