

# THE LAUREL OF ASHEVILLE

THE ARTS AND CULTURE OF COMMUNITIES ACROSS THE MOUNTAINS

## Ad Dimensions

	<b>Ad Size</b>	<b>Special Notes</b>
Full Page NO Bleed	7.5 x 10	
Full Page WITH Bleed	8.625 x 11.125	<i>ALL copy must be inside 7.5 x 10 live area; Trim is 8.375 x 10.875</i>
1/2 Horizontal	7.5 x 4.6	
1/2 Vertical	3.66 x 10	
1/3 Horizontal	7.5 x 2.5	
1/3 Vertical	2.25 x 10	
1/4	3.66 x 4.6	<i>Only vertical orientation on 1/4 page ads</i>
1/6	2.25 x 4.6	<i>Only vertical orientation on 1/6 page ads</i>
1/16	1.7 x 2.25	<i>These are available on share pages ONLY</i>

Our advertising costs include turnkey design and production services. However, should you choose to submit your own advertisement, please follow these guidelines:

- Digital files prepared as CMYK; artwork & photos must be at least 300dpi at 100% desired size
- Supported formats: PDF, EPS, TIF, PSD, or CD/DVD
- Supported applications: Adobe Photoshop<sup>®</sup>, Adobe Illustrator<sup>®</sup>, Adobe InDesign<sup>®</sup> - Please include all font files
- Files can be emailed to your sales representative.

## 2016 Production Schedule

<b>Issue</b>	<b>Reservation Deadline</b>	<b>Production/Camera Ready deadline</b>
January	December 3, 2015	December 10, 2015
February	January 5, 2016	January 12, 2016
March	February 3, 2016	February 10, 2016
April	March 4, 2016	March 11, 2016
May	April 5, 2016	April 12, 2016
June	May 6, 2016	May 12, 2016
July	June 3, 2016	June 9, 2016
August	July 5, 2016	July 12, 2016
September	August 4, 2016	August 11, 2016
October	September 2, 2016	September 9, 2016
November	October 4, 2016	October 11, 2016
December	November 2, 2016	November 9, 2016
January 2017	December 5, 2016	December 12, 2016

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## *The Laurel of Asheville 2016 Editorial Highlights*

**JANUARY** ~ Weddings

**FEBRUARY** ~ Love Local & Health and Wellness

**MARCH** ~ Education

**APRIL** ~ Great Outdoors

**MAY** ~ Pets

**JUNE** ~ Summer in the Mountains

**JULY** ~ Consignment Shops

**AUGUST** ~ Wedding

**SEPTEMBER** ~ Asheville Music

**OCTOBER** ~ Fall Foliage

**NOVEMBER** ~ Harvest ciders/wine

**DECEMBER** ~ Holidays in the Mountains

## *Why advertise with The Laurel of Asheville?*

- **The Laurel of Asheville** is the oldest magazine in the region, with more than **30,000** copies distributed each month and a total circulation of **360,000** magazines annually. This means more than 1,000,000 residents, tourists, and businesses read our publication.
- **600 prime locations:** Asheville, Black Mountain, Brevard, Burnsville, Foothills Region (Landrum, Saluda and Tryon), Hendersonville, Mars Hill, Spruce Pine, Waynesville and Weaverville.
- **#1 magazine picked up** at Asheville Regional Airport, The Biltmore Estate, The Omni Grove Park Inn and The Asheville Chamber Commerce.
- We enjoy a **98%** pickup rate.
- Extended shelf life means your ad is working overtime.
- **#1 preferred media** for household incomes of **\$150,000 plus**