

Cville

2020

This is our town.

MEDIA KIT

FULL-COLOR RATES

PRICES INCLUDE FREE GRAPHIC DESIGN

WEB UPGRADES AVAILABLE

On any print ad you buy!

Contact your Ad Representative for Pricing and Ad Sizes

C-VILLE.COM WEB STATS:

186,746
page views/
month

87,897
users/
month

83,634
new users/
month

AD SIZES

	OPEN	6-25	26-52
Centerspread	\$1,890	\$1,785	\$1,675
Back Cover	\$1,550	\$1,345	\$1,125
Premium Position (Full Page)	\$1,280	\$1,145	\$1,000
Full Page	\$1,175	\$1,080	\$945
3/4	\$895	\$805	\$725
1/2	\$650	\$560	\$475
3/8	\$510	\$445	\$390
1/4	\$400	\$335	\$280
1/8	\$280	\$220	\$170

INSERT RATES

12,000 MINIMUM RUN

1 PAGE \$50 CPM

4 PAGE \$65 CPM

8 PAGE \$75 CPM

20,000

EVERY WEDNESDAY

50,000+

WEEKLY READERS

READERSHIP DEMOGRAPHICS

65%

of our readers keep their issue of C-VILLE **3+ DAYS** before discarding it.

77%

of C-VILLE readers are between **25-54** years of age.

58%

of C-VILLE readers have a household income of more than **\$75K**

49%

of C-VILLE readers are Male

51%

of C-VILLE readers are Female

80%

of readers frequently **purchase** products or services from ads seen in C-VILLE Weekly

THESE PRODUCTS & SERVICES

are most likely to be purchased over the next year by C-VILLE readers:

91% Dining & Entertainment

70% Women's Apparel

68% Men's Apparel

61% Medical Services/Physicians

58% Vacations/Travel

54% Pet Services/Supplies

53% Health Club/Exercise Class

51% Furniture/Home Furnishings

44% Automobile Services & Accessories

36% Home Improvement Supplies

Cville 2020 MEDIA KIT

This is our town.



DISPLAY AD SIZES

DOUBLE TRUCK 19.5 x 12.75	FULL PAGE 9.25 x 12.75	VERTICAL 6.875 x 12.75	3/4 PAGE HORIZONTAL 9.25 x 9.375	VERTICAL 4.5 x 12.75	1/2 PAGE HORIZONTAL 9.25 x 6.215
------------------------------	---------------------------	---------------------------	--	-------------------------	--



3/8 PAGE VERTICAL 4.5 x 9.375	HORIZONTAL 6.875 x 6.215	VERTICAL 2.125 x 12.75	1/4 PAGE SQUARE 4.5 x 6.215	HORIZONTAL 9.25 x 3	1/8 PAGE VERTICAL 2.125 x 6.215	HORIZONTAL 4.5 x 3
-------------------------------------	-----------------------------	---------------------------	-----------------------------------	------------------------	---------------------------------------	-----------------------

MECHANICALS & DESIGN

CAMERA-READY ADS:

Client is responsible for the production and/or generation of all camera-ready advertisements.

IMAGES:

Must be provided at a minimum of 300 DPI.

GUIDELINES:

We accept PDF, EPS, TIFF, Illustrator and JPG (if 300-600 DPI). Ads must be built to correct size. If ad is color, it must be in CMYK. If ad is a PDF, it must have the fonts embedded, as well as password protection and securities turned off. If ad is an EPS or Illustrator file, make sure all fonts are converted to out-lines or provided. Please do not use cropmarks

Black text should be 100% K and 0% all other inks. This is to prevent registration problems and blurred text.

