# 2020 This is our town.

#### **FULL-COLOR RATES**

PRICES INCLUDE FREE GRAPHIC DESIGN

| WEB           |      |
|---------------|------|
| <b>UPGRAD</b> | II S |
| AVAILAB       | 1.13 |

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                     | <b>OPEN</b> | 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** 

**EVERY WEDNESDAY** 

**WEEKLY READERS** 

### READERSHIP

## **DEMOGRAPHICS**

of our readers keep their issue of C-VILLE

3+ DAYS

before discarding it.

of C-VILLE readers are between

years of age.

of C-VILLE readers have a household income of more than

of C-VILLE readers are Male

of C-VILLE readers are Female

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 **58%** Vacations/Travel

70% Women's Apparel

68% Men's Apparel

61% Medical Services/ **Physicians** 

54% Pet Services/ Supplies

53% Health Club/ **Exercise Class** 

51% Furniture/Home **Furnishings** 

44% Automobile Services & Accessories

36% Home Improvement Supplies

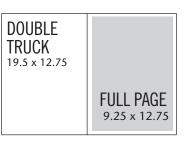


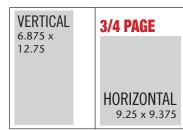


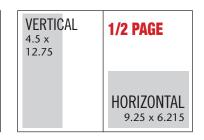


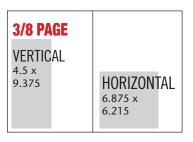


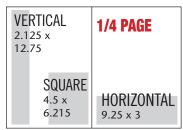
# **DISPLAY AD SIZES**

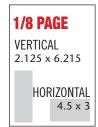












# MECHANICALS & DESIGN

## **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 outlines 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.