

# UP & COMING WEEKLY

## ADVERTISING RATES

Page Size	Open
Full Page .....	\$1175
3/4 Page .....	\$950
1/2 Page .....	\$655
3/8 Page .....	\$525
1/4 Page .....	\$360
1/8 Page .....	\$197
1/16 Page .....	\$111

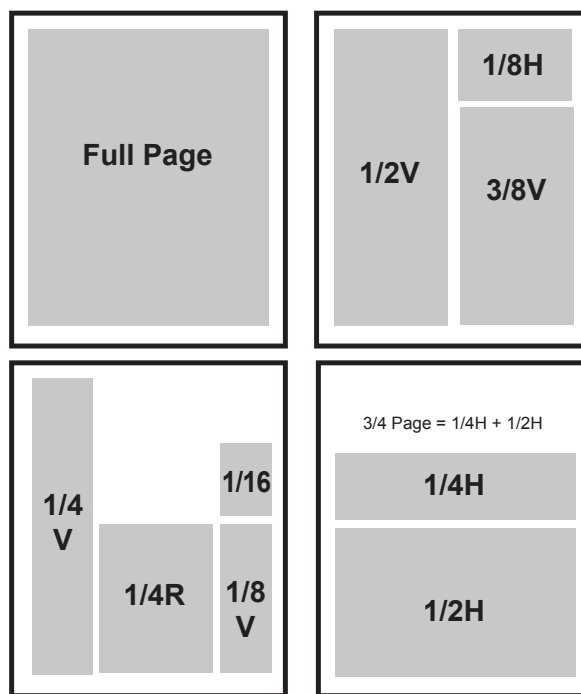
### AD SIZES

Full Page .....	9.75" x 12"
3/4 Page .....	9.75" x 8.87"
1/2 Vertical .....	4.75" x 12"
1/2 Horizontal .....	9.75" x 5.87"
3/8 Vertical .....	4.75" x 8.87"
1/4 Vertical .....	2.25" x 12"
1/4 Horizontal .....	9.75" x 2.87"
1/4 Regular .....	4.75" x 5.87"
1/8 Vertical .....	2.25" x 5.87"
1/8 Horizontal .....	4.75" x 2.87"
1/16 .....	2.25" x 2.87"

\* All sizes based on width x length.

### COVER RATES

Inside Front (w/color) .....	\$1350
Inside Back (w/color) .....	\$1250
Back Cover .....	\$1550
Double Truck .....	\$2600



Guaranteed Placement .....25% of ad cost

### DESIGN SERVICES

Layout and Design.....	\$75
Design Changes (over 50% of ad) .....	\$50
Provide an ad to another publication .....	\$50
Logo Design .....	\$350 & up

### INCENTIVE MARKETING PROGRAMS Special Sections, Issues & Non-Profit Rates

We offer incentive programs for clients who place ads in 8 or more issues and we publish special issues such as the Dogwood and Best of Fayetteville issues which offer great value to advertisers.

Non-profit organizations qualify for substantial discounted programs. Ask your marketing representative for more information.

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