Revised: 112415

UP & COMING WEEKLY

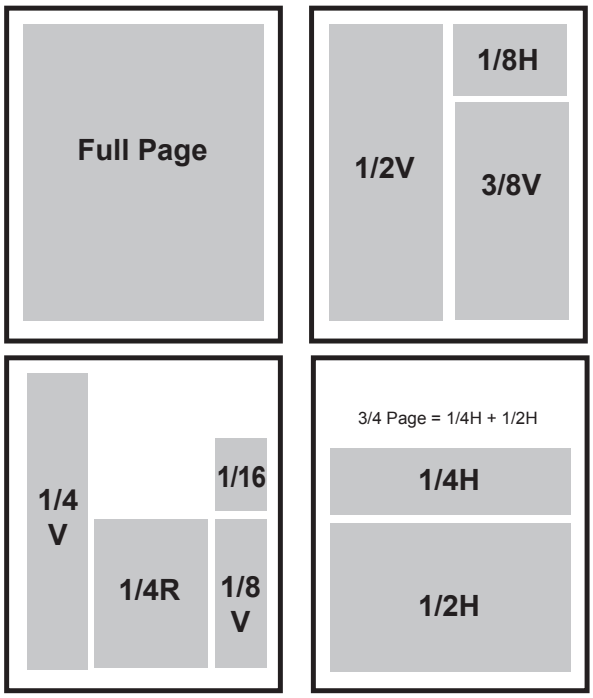
Fayetteville, Fort Bragg and Cumberland County's Community Newspaper
www.upandcomingweekly.com

2016 ADVERTISING RATES

Page Size

Full Page	$1295.00
3/4 Page	$1047.00
1/2 Page	$722.00
3/8 Page	$579.00
1/4 Page	$397.00
1/8 Page	$217.00
1/16 Page	$122.00

• *All placements include full color*



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.

Ads sent in distilled pdf format are preferred.
Eps, tif or jpg files can also be accepted.

Deadlines are 10 days prior to publication date or 7 days for camera ready insertions.

COVER RATES

Inside Front (w/color)	$1488
Inside Back (w/color)	$1378
Back Cover	$1620
Double Truck	$2678

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

Up & Coming Weekly offers marketing incentive programs for businesses and organizations who initiate programs with frequency of 8 or more placements. This includes special annual editions such as the Dogwood Festival, Best of Fayetteville and Pocket Guide which offer great value to all advertisers.

Up & Coming Weekly supports over 45 local non-profit charitable organizations. Ask your marketing representative for more information about these programs.

Fayetteville Regional Chamber — Buy Local. Buy Chamber. · NCPA · atcp · IFPA · Circulation Verification Council · SAPA Southeastern Advertising Publishers Association

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Pocket Guide

Kidsville News
www.kidsvillenews.com/cumberland