

WALTER

Raleigh's Life & Soul



waltermagazine.com

2014 RATE CARD

important dates

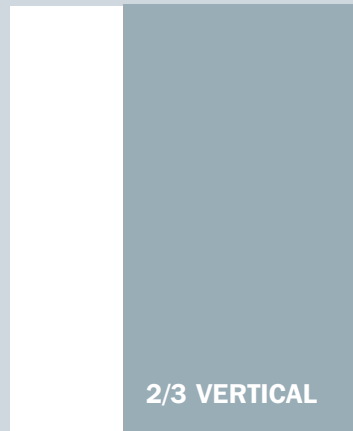
UPCOMING ISSUES	MATERIALS/PROOF DEADLINE	SPACE DEADLINE	CAMERA READY DEADLINE	IN-HOME DELIVERY
MARCH 2014	January 30	February 3	February 7	February 28
APRIL 2014	March 4	March 6	March 12	March 30
MAY 2014	April 3	April 7	April 11	April 30
JUNE/JULY 2014	May 5	May 7	May 12	May 31
AUGUST 2014	July 3	July 7	July 10	July 31
SEPTEMBER 2014	August 4	August 6	August 12	August 30
OCTOBER 2014	September 2	September 4	September 10	September 28
NOVEMBER 2014	October 3	October 7	October 10	October 31
DEC. 2014/ JAN. 2015	October 31	November 4	November 7	November 29

Dates subject to change.

ad sizes

Visit <http://mediaferry.com/Raleigh> to begin the ad upload process. Include only PDFs with fonts embedded, using CMYK format for photos at 150 line screen, 300 dpi resolution. Keep all logos and text inside the live image area.

Final, trimmed magazine size is 9 x 10.875 inches.



TWO-PAGE SPREAD

Bleed Area

18.25 x 11.125 inches

Live Area

17.5 x 10.375 inches

FULL PAGE

Bleed Area

9.25 x 11.125 inches

Live Area

8.5 x 10.375 inches

2/3 PAGE VERTICAL

Bleed Area

5.975 x 11.125 inches

Live Area

5.6 x 10.375 inches

1/2 PAGE HORIZONTAL

Bleed Area

9.25 x 5.475 inches

Live Area

8.5 x 5.1 inches

1/2 PAGE VERTICAL

Bleed Area

4.525 x 11.125 inches

Live Area

4.15 x 10.375 inches

1/3 PAGE SQUARE

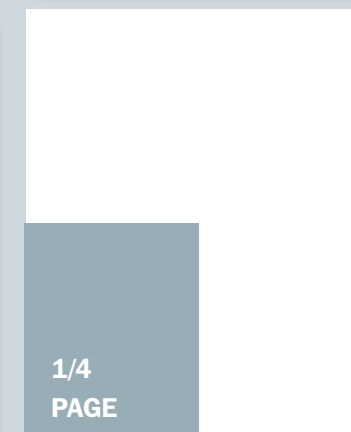
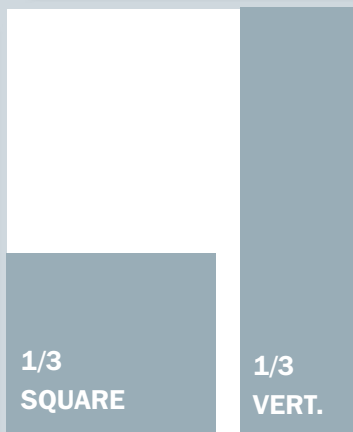
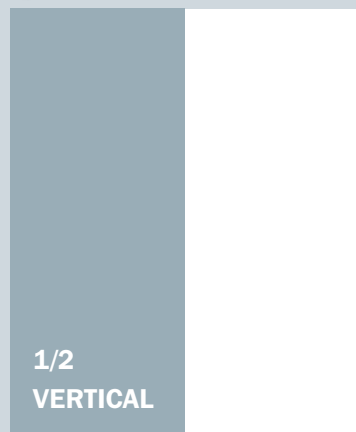
5.6 x 5.1 inches

1/3 PAGE VERTICAL

2.7 x 10.375 inches

1/4 PAGE

4.15 x 5.1 inches



FOR AD PRODUCTION SUPPORT contact Matt.Long@newsobserver.com or 919.836.5670

special options

Consider these special advertising options to get maximum exposure for your message.



STITCH-IN CARD

The Stitch-In Card is paired with a full-page right-read ad.

PREPRINTED INSERT

Insert glued in the magazine that can be easily removed. (not shown)

GATEFOLD

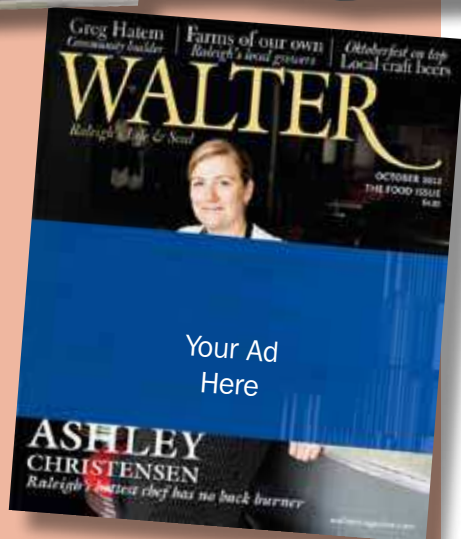
The Gatefold is a four-page foldout on sturdy 80 lb. paper, stitched into WALTER and featuring perforation for easy removal.

COVER SLEEVE

With the Cover Sleeve, your ad wraps around the entire magazine and is easily removed for long shelf-life.

POLYBAG INSERT

Your insert is packaged outside WALTER, inside a polybag. (not shown)



advertising rates

	1 time	3 times	6 times	10 times
2-page spread	\$4,125	\$3,780	\$3,415	\$3,215
Full page	\$2,475	\$2,270	\$2,050	\$1,930
2/3 page	\$1,860	\$1,710	\$1,540	\$1,445
1/2 page	\$1,485	\$1,360	\$1,230	\$1,155
1/3 page	\$1,120	\$1,025	\$925	\$865
1/4 page	\$875	\$805	\$725	\$675

PREMIUM POSITIONS

BACK COVER	\$3,000
INSIDE FRONT	\$2,750
INSIDE BACK	\$2,750
FORWARD POSITION pages 3-9 or 11	\$2,200
TWO-PAGE SPREAD	\$3,700

Premium positions are available as full pages or two-page spreads on a 10-time basis. Advertising rates are net.

CANCELLATION

Cancellations must be submitted in writing 15 days prior to closing date of the issue in which the ad was to be published. Advertiser is otherwise liable for scheduled advertising. In the absence of a written cancellation notice, Publisher may insert the last advertisement appearing and bill said advertisement to advertiser toward fulfillment of the contract obligation.

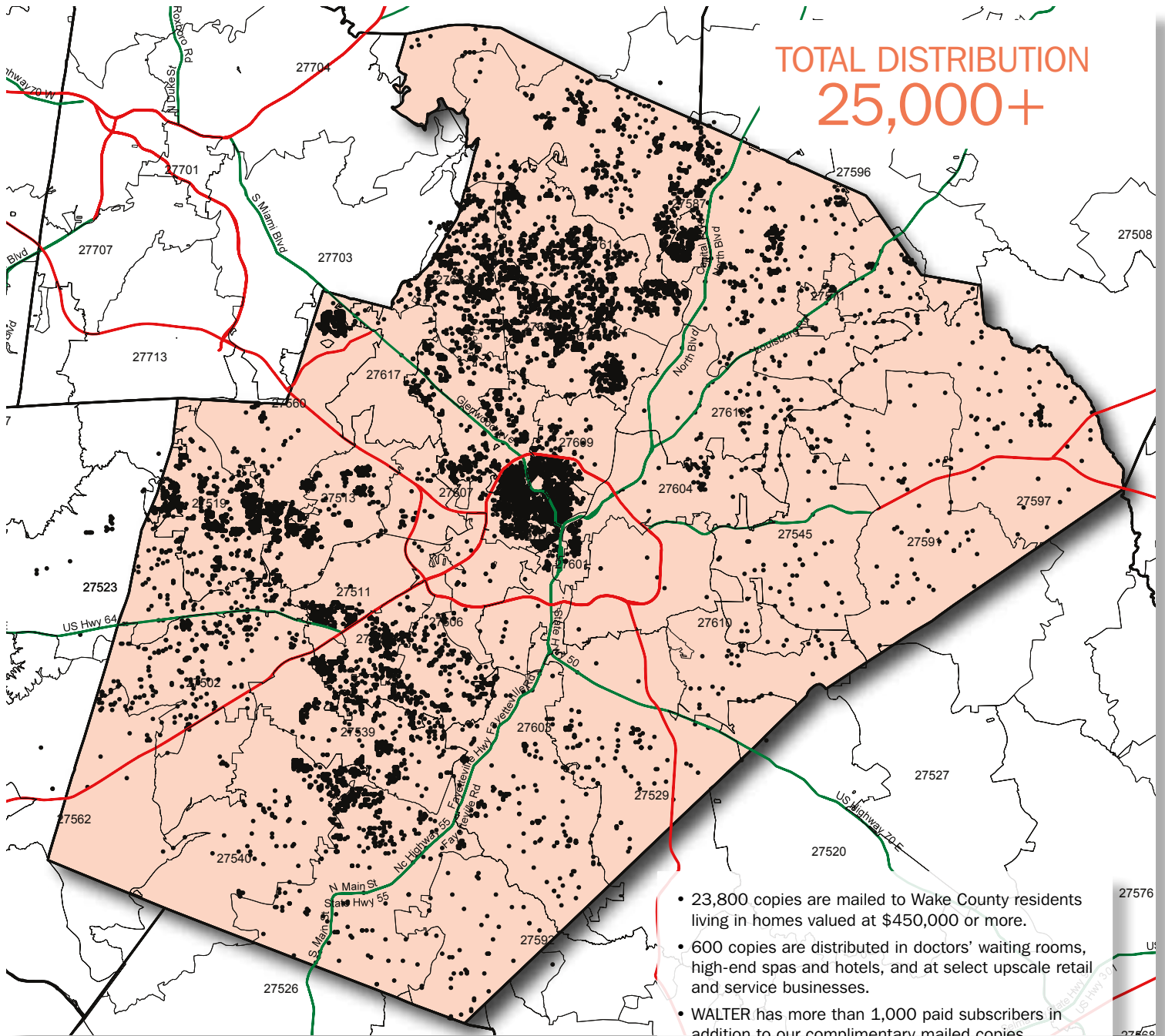
Delinquent or unfulfilled contracts are subject to short rate and cancellation.

If Advertiser's net billings do not equal or exceed the amount contracted for, Advertiser agrees to additionally pay the Publisher the difference between the contract rates and the rates actually earned.

WALTER

Raleigh's Life & Soul

WALTER'S targeted distribution strategy ensures each issue lands in the hands of Wake County's most influential residents.



With mailed delivery to specific upscale homes, your message reaches the right audience on a timely basis. Unlike publications that rely on rack copies, WALTER goes to targeted households on guaranteed dates. **So you're assured of WALTER's full shelf life for each issue.**

- 23,800 copies are mailed to Wake County residents living in homes valued at \$450,000 or more.
- 600 copies are distributed in doctors' waiting rooms, high-end spas and hotels, and at select upscale retail and service businesses.
- WALTER has more than 1,000 paid subscribers in addition to our complimentary mailed copies.
- Advertisers receive a limited number of copies for clients and customers. Attractive countertop trays are available to display and distribute the magazine.
- Annual subscriptions are available for \$24.99.
- 10 issues are published per year. (Dec./Jan. and June/July are combined issues.)

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