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ADVERTISING RATES

EFFECTIVE FEBRUARY 1, 2021

*Prices are per month / per insertion.
 Rates are the same for vertical and horizontal of each size.*

LOOKOUT MOUNTAIN ONLY

	1-5 Time Rates		6-11 Time Rates		12 Time Rates	
	B/W	Color	B/W	Color	B/W	Color
Full Page	\$598	\$698	\$540	\$640	\$516	\$616
1/2 Page	\$333	\$433	\$305	\$405	\$288	\$388
1/4 Page	\$198	\$248	\$177	\$227	\$169	\$219
1/8 Page	\$115	\$140	\$103	\$128	\$98	\$123
Business Card	\$42 (B/W only)		\$42 (B/W only)		\$42 (B/W only)	

SIGNAL MOUNTAIN ONLY

	1-5 Time Rates		6-11 Time Rates		12 Time Rates	
	B/W	Color	B/W	Color	B/W	Color
Full Page	\$654	\$754	\$582	\$682	\$526	\$626
1/2 Page	\$368	\$468	\$330	\$430	\$297	\$397
1/4 Page	\$218	\$268	\$198	\$248	\$175	\$225
1/8 Page	\$128	\$156	\$115	\$140	\$102	\$127
Business Card	\$42 (B/W only)		\$42 (B/W only)		\$42 (B/W only)	

COMBINATION / BOTH PAPERS

	1-5 Time Rates		6-11 Time Rates		12 Time Rates	
	B/W	Color	B/W	Color	B/W	Color
Full Page	\$1,085	\$1,285	\$950	\$1,150	\$876	\$1,076
1/2 Page	\$608	\$808	\$533	\$733	\$492	\$692
1/4 Page	\$360	\$460	\$314	\$414	\$289	\$389
1/8 Page	\$208	\$258	\$182	\$232	\$168	\$218
Business Card	\$84 (B/W only)		\$84 (B/W only)		\$84 (B/W only)	

ADVERTISEMENT DIMENSIONS

Full Page 9.375" x 14.5"	½ Page Horizontal 9.375" x 7.1692"	¼ Page Horizontal 9.375" x 3.5"	⅛ Page Horizontal 4.6042" x 3.5"
Business Card 3.0139" x 2"	½ Page Vertical 4.6042" x 14.5"	¼ Page Vertical 4.6042" x 7.1692"	⅛ Page Vertical 2.2188 x 7.1692"

DIGITAL SPECIFICATIONS

All files should be saved in CMYK color. For ads to be produced in the Lookout Mountain Mirror and the Signal Mountain Mirror, any specially requested fonts and images must be supplied. A resolution of 200dpi or higher is recommended for any photos, images and art. All ads supplied to MCPC must be supplied in a digital format such as PDF, JPG, Illustrator or InDesign. For other specifications, please check with our Art Director.

COLOR

There is an additional charge for color ads (see rates). This charge is basically plus \$25 per publication for 1/8 page, plus \$50 for 1/4 page, and plus \$100 for 1/2 page ad or larger.

DEADLINES

Space Reservation: The deadline for reserving space is approximately the 6th of the month prior to publication.

Ad Material: Ad materials for ads which MCPC must produce is due by approximately the 12th of the month prior to publication.

Camera/Digital Ready Ads: The deadline for supplied ads is approximately the 14th of the month prior to publication. If the 14th falls on a weekend or holiday, the deadline is the following business day.

Special Deadline Requests: New ads or major changes to existing ads submitted after deadline will be accepted at the discretion of the publisher. Proofs may not be available, and MCPC assumes no liability for errors in such late ads.

Note: If the deadline falls on a weekend or holiday, the deadline will be the following business day. A deadline schedule is available upon request, and is on our website. All deadlines are moved up a few days for any major holiday issues, such as November, December and July.

AD PRODUCTION RATES

MCPC can produce ads for our advertisers. There is no charge for the first 30 minutes of production. After the first 30 minutes, clients will incur a production charge of \$32 per hour, with a minimum \$16 charge.

CANCELLATIONS

Cancellations must be received prior to the deadline. Cancellations requested after the deadline are at the publisher's discretion, and the advertiser may be liable for the cost of the ad whether or not it appears in the publication.

BILLING & DISCOUNTS

All rates contained in the rate card are net rates and are noncommissioned. Payments are due upon receipt of billing. A finance charge of .15% is levied upon accounts ages 30 days and beyond. Advertisers who do not meet contract commitments for multiple-run advertising will be billed retroactively at the appropriate short-term rate.

CONTRACTS

The execution of an advertising contract assumes that the advertiser has read and accepted the terms and conditions included herein or committed to the terms by email agreement.

LIABILITY

Advertisers and advertising agencies assume full liability for complete contents of all advertising, including text and illustrations and any claim arising therefrom which may be made against MCPC. All advertisers will be afforded the opportunity to proof their ads prior to publication. Advertisers make corrections and return proof to MCPC within the time periods requested by MCPC. MCPC assumes no liability whatsoever for errors in ads which have been proofed and approved by the advertisers, or ads where corrections have failed to be returned within the allotted time frame and will make no rate adjustment on such ads. MCPC reserves the right to reject or cancel any ad at any time at the sole discretion of the publisher.