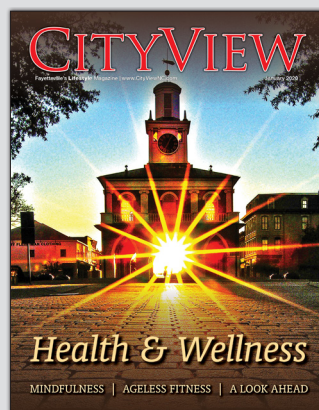
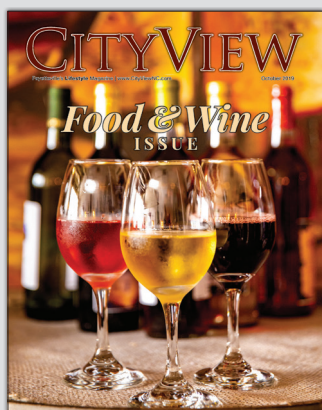
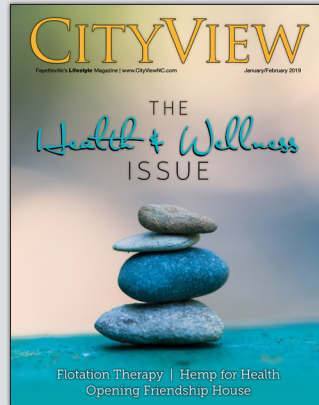


CITYVIEW

CELEBRATING THE BEST OF FAYETTEVILLE ~ ONE STORY AT A TIME



2020 MEDIA BUYER'S GUIDE

CITYVIEW DISPLAY AD PRICING AND SPECS

CityView Magazine distributes 15,000 copies monthly to households, businesses, medical/dental offices, post offices, restaurants, gyms, spas, cafes, specialty shops and professional offices throughout the community.

Magazines are strategically distributed to over 350 rack locations throughout Fayetteville, Ft. Bragg, Hope Mills, Spring Lake and Cumberland, Hoke and Harnett Counties.

Targeted direct mail distribution of 5,000 to key demographic households and military officer housing on Fort Bragg.

DISPLAY PRINT ADVERTISING ~ PRICE PER ISSUE ~ ALL PRICES ARE NET

SIZE <i>15% premium for guaranteed placement</i>	1 ISSUE	3 ISSUES	6 ISSUES	9 ISSUES	12 ISSUES
DISCOUNT		5%	10%	15%	20%
1/6	\$550.00	\$522.50	\$495.00	\$467.50	\$440.00
1/3	\$1,100.00	\$1,045.00	\$990.00	\$935.00	\$880.00
1/2	\$1,400.00	\$1,330.00	\$1,260.00	\$1,190.00	\$1,120.00
2/3	\$1,900.00	\$1,805.00	\$1,710.00	\$1,615.00	\$1,520.00
FULL	\$2,200.00	\$2,090.00	\$1,980.00	\$1,870.00	\$1,760.00
PREMIUM POSITIONS					
Inside Front Cover	\$2,750.00	\$2,612.50	\$2,475.00	\$2,337.50	\$2,200.00
Op Inside Front Cover	\$2,525.00	\$2,398.75	\$2,272.50	\$2,146.25	\$2,020.00
Op Inside Back Cover	\$2,525.00	\$2,398.75	\$2,272.50	\$2,146.25	\$2,020.00
Inside Back Cover	\$2,595.00	\$2,465.25	\$2,335.50	\$2,205.75	\$2,076.00
Back Cover	\$2,900.00	\$2,755.00	\$2,610.00	\$2,465.00	\$2,320.00
Two Page Spread	\$3,300.00	\$3,135.00	\$2,970.00	\$2,805.00	\$2,640.00
Business Focus	\$1,350.00	\$1,282.50	\$1,215.00	\$1,147.50	\$1,080.00

Failure to comply with the advertising volume agreed to in this agreement will result in a billing adjustment back to the effective rate earned.

DIGITAL SPECIFICATIONS

Trim size is 8.375" wide by 10.875" tall.

Digital ads must be 300 dpi PDF in CMYK format.

Keep live matter 0.375" from all sides that bleed, 0.25" from trim.

RGB and PMS colors must be converted for publication.

Color Proofs

CityView makes no guarantee of an exact color match on a printed proof. CityView does not own its presses and cannot make such guarantees.

No advertisements may be canceled after the published deadline dates.

All finished art is due on or before the material deadline.

Circulation and survey information from CVC has confirmed that CityView is the leader in readers. More people read CityView than any other magazine in the area. And best of all, our readers use CityView as they plan their purchases. Advertise in CityView and get the results you want.



AD SIZES

Two Page Spread	17 x 11.125
Full Page with bleed	8.625 x 11.125
Full Page live area	7.75 x 10.25
2/3 page vertical	4.625 x 9.5
1/2 page horizontal	7 x 4.625
1/2 page vertical	4.625 x 7
1/3 square	4.625 x 4.625
1/3 vertical	2.25 x 9.5
1/3 horizontal	7 x 3
1/6 page horizontal	4.625 x 2.25
1/6 page vertical	2.25 x 4.625