

# The Woodruff Times

Media Kit

## PRINT AD SPECS

- Printed and mailed 12x per year
- 300 subscribers and growing in the Woodruff, Enoree, Cross Anchor and other areas.

- 1,000 papers sold at various locations throughout Spartanburg County.

### Print issue rates

3" X 2"			3" X 5"			11" X 5"			11" X 22"		
	B/W	Color		B/W	Color		B/W	Color		B/W	Color
1 month 3x2 page	\$75	\$95	1 month 3x5 page	\$150	\$190	1 month 3x5 page	\$300	\$375	1 month 3x5 page	\$480	\$600
3 months 3x2 page	\$205	\$255	3 months 3x5 page	\$405	\$505	3 months 3x5 page	\$810	\$1010	3 months 3x5 page	\$1260	\$1575
6 months 3x2 page	\$385	\$480	6 months 3x5 page	\$765	\$955	6 months 3x5 page	\$1530	\$1910	6 months 3x5 page	\$2448	\$3060
12 months 3x2 page	\$720	\$900	12 months 3x5 page	\$1440	\$1800	12 months 3x5 page	\$2880	\$3600	12 months 3x5 page	\$4320	\$5400

## SUBMITTING PRINT MATERIALS

- All print ads are due by the 25th of each month.
- Our production department is available to assist you in the production of your advertising materials.
- *The Woodruff Times* is produced digitally and only electronic ads will be accepted. Line screens should be set at 85. Please make sure that all four-color ads have been converted to CMYK for process color printing.
- Contact Tracy Sanders at [tracy@thewoodrufftimes.com](mailto:tracy@thewoodrufftimes.com) for help with your image files to ensure they reproduce in print correctly.
- A high-resolution PDF is the preferred format for ads. For graphic files, JPEG or TIFF works best, with a 300 dpi resolution.
- You can submit your electronic ad in the following formats: by email, via DropBox, or Google Drive. Files should be sent to [tracy@thewoodrufftimes.com](mailto:tracy@thewoodrufftimes.com). When submitting native files, please include all fonts, logos, and any linked graphics used in the ad when submitting materials.
- Please identify the advertiser and the issue date in the email message.
- If you have questions about ad specifications or delivery, please call your advertising representative.

Support Local Journalism Today!

Contact Us:

The Woodruff Times  
123 S. Main St.  
Woodruff SC, 29388  
(864) 670-9699

Tracy Sanders  
[tracy@thewoodrufftimes.com](mailto:tracy@thewoodrufftimes.com)

SALES & MARKETING DEPARTMENT

Tracy Sanders  
(864) 978-4167  
[tracy@thewoodrufftimes.com](mailto:tracy@thewoodrufftimes.com)

Vareva Harris  
[vareva@thewoodrufftimes.com](mailto:vareva@thewoodrufftimes.com)

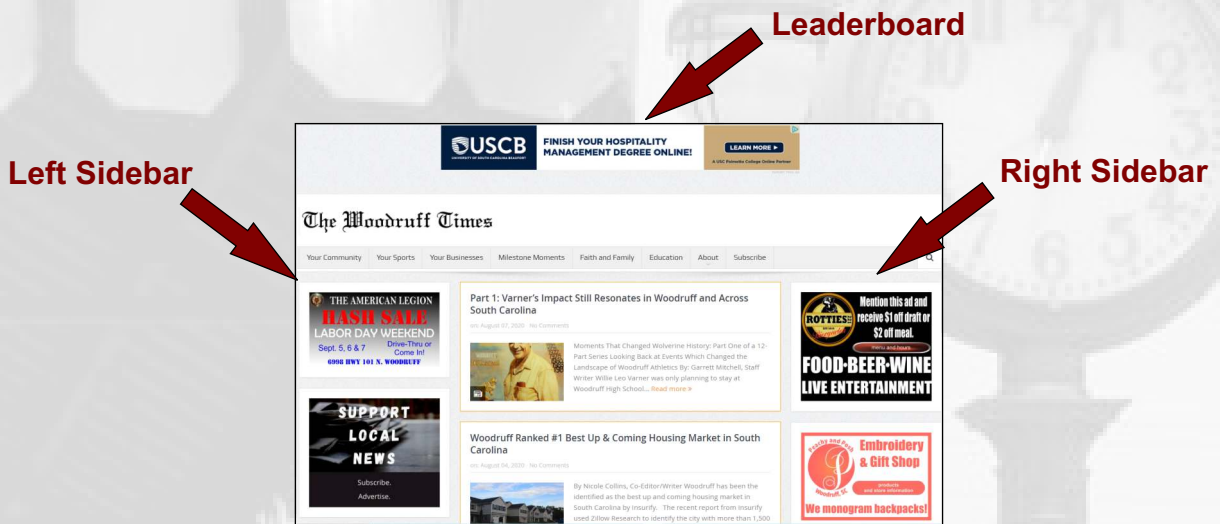
# The Woodruff Times

## Media Kit Continued

### AD SPACE AVAILABLE ON WWW.THEWOODRUFFTIMES.COM

Home to all of our *digital content*, our website receives roughly 5K unique visitors *per month*. No other medium delivers a more qualified local audience than our website.

Geographically, our online presence goes well beyond the Woodruff area. We reach as far out as Charlotte, Raleigh and Atlanta, as well as more locally in Traveler's Rest, Greer, Spartanburg, Simpsonville, and Boiling Springs.



	Size (px)	1 Month	6 Months	12 Months	
<b>Leaderboard</b>	728 x 90	\$175	\$900 (\$150/M)	\$1,500 (\$125/M)	No Rotation
<b>Left Sidebar</b>	300 x 250	\$100	\$540 (\$90/M)	\$960 (\$80/M)	No Rotation
<b>Right Sidebar</b>	300 x 250	\$100	\$540 (\$90/M)	\$960 (\$80/M)	No Rotation

### SPONSORED DIGITAL CONTENT PAGE - \$300

Sponsored content is written content featured on the homepage. Host sponsored content about your product or service on a dedicated section of thewoodrufftimes.com. All messages on the page are exclusive to you, and your content is promoted each month with a home-page teaser. After your run, the content is archived on our site forever to boost SEO.

- Image size is 640 X 480 PIXELS at 72 DPI.
- Homepage digest headline (10 words max)
- Homepage digest copy. Two sentences max. Formatted as a call to action
- Edited article text (250–750 words) with headline.
- This text may include embedded hyperlinks to client's website
- One to three photos per article.
- Edited caption for each image

#### AD DESIGN (WEB OR PRINT)

\$50 includes 2 rounds of edits.

## 20% OFF

when bundling digital and print ads

### DELIVERY OF DIGITAL MATERIALS

- Digital ads can start on any day of the month, but all material must be submitted five business days prior to going live.
- Submit properly-formatted files to [content@thewoodrufftimes.com](mailto:content@thewoodrufftimes.com) as an email attachment.
- Please include advertiser name and issue in the file name.
- If you would like The Woodruff Times to pick up creative from your website, please send specific instructions and website address.