MEDI KIT 2017

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About us ...

Thank you for taking the time to consider advertising in *Smoke Signals*. Our publication enjoys the distinction of being the only community newspaper in the region that is distributed across the borders of multiple counties, typically in very high traffic locations.

Our editorial staff covers news stories and events taking place across North Georgia with a heavy focus on the local area. With an average monthly circulation of 7,500, *Smoke Signals* advertisers reach an average of more than 20,000 potential customers each month, including many of the most affluent consumers in the region. Advertisers in our Arts & Entertainment section enjoy an even wider circulation and readership with standalone copies of that section placed at additional distribution points.

*Smoke Signals* was recognized by the Georgia Press Association with 37 awards in 2016 (and a total of 165 over the past six years) for advertising and editorial excellence, including the coveted General Excellence award in both 2015 and 2016. The agency level graphic design support that has contributed to those awards is offered to our advertisers at no additional charge. This makes an ad in *Smoke Signals* an excellent value for your advertising dollars.

*Smoke Signals* is the single most widely read publication in the active, thriving Big Canoe community of more than 5,000 full and part-time residents less than an hour north of metro Atlanta. Big Canoe property owners, like thousands of other readers throughout the region (including those living in the adjacent 1100 home gated community of Bent Tree) view *Smoke Signals* not only as a news source, but also as a valuable resource for finding businesses that offer the products and services they need. Many readers tell us that they enthusiastically read the paper cover to cover and then frequently come back to it throughout the month to refer to it again, increasing the chances that your ad will be seen multiple times during the month.

Tap into this strong market with a *Smoke Signals* ad promoting your business. For additional information about advertising in *Smoke Signals*, email us at sales@bigcanoenews.com, call Judy Harvey at 678-925-8511, or visit our website bigcanoenews.com.
General Advertising Terms & Conditions
• Smoke Signals Advertising Payment Policy is published on bigcanoenews.com.
• Publisher reserves the right to revise, reject or cancel any advertisement at any time.
• Publisher reserves the right to insert the word “advertisement” above any copy that resembles editorial matter.
• Advertisers are solely responsible for the content of all advertising published at their request or their agents’, and shall indemnify, defend and hold harmless the publisher from any claim or lawsuit arising out of the advertisements.
• Advertiser understands that he cannot authorize the use of any Smoke Signals created advertising in any other publication or medium without the express written consent of Smoke Signals. This covers published ads utilizing the creative effort, design, illustration, labor, or composition provided by Smoke Signals. These ads remain the property of Smoke Signals including all rights of copyright therein.
• Publisher will try to accommodate placement requests if possible. However, no adjustment, re-insertion or refund will be made based on position.
• All ads must identify the advertiser by name or company.
• Publisher shall not be liable for ads left out of the paper or for any general, special or consequential damages. Credit/reimbursement or replacement advertising may be offered at the publisher’s sole discretion.
• Rates are non-commissionable and billed net.
• All claims for adjustments must be received within 30-days of publication.
• An authorized print ad canceled at any point more than four (4) calendar days after the published ad deadline may, at the sole discretion of the publisher, be billed as if the ad had run.
• All ads are accepted on a “cash in advance” basis unless prior credit is established. Advance payments are due by the ad deadline.
• Publisher reserves the right to cancel any ad not paid in accordance with Advertising Payment Policy.

Rates & Size Specifications

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Rate*</th>
<th>Add Color</th>
<th>Size Inches</th>
<th>CI**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Truck</td>
<td>$895</td>
<td>$355</td>
<td>21” x 20.5”</td>
<td>164</td>
</tr>
<tr>
<td>Full Page</td>
<td>$465</td>
<td>$245</td>
<td>10” x 20.5”</td>
<td>82</td>
</tr>
<tr>
<td>Half Page ...</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Horizontal</td>
<td>$270</td>
<td>$145</td>
<td>10” x 10.25”</td>
<td>41</td>
</tr>
<tr>
<td>Vertical</td>
<td>$270</td>
<td>$145</td>
<td>4.9” x 20.5”</td>
<td>41</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$160</td>
<td>$95</td>
<td>4.9” x 10.25”</td>
<td>20.5</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>$100</td>
<td>$65</td>
<td>4.9” x 5”</td>
<td>10</td>
</tr>
</tbody>
</table>

Rates are effective with January 2017 edition.
*501(c)(3) organizations enjoy a 20% discount, this discount rate does not apply to color charge. Double trucks on a space available basis.  ** Column Inches

Publication Dates & Deadlines

<table>
<thead>
<tr>
<th>Month</th>
<th>Publication Date</th>
<th>Ad Deadline*</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Friday, December 23, 2016</td>
<td>Friday, Dec 2, 2016</td>
</tr>
<tr>
<td>February</td>
<td>Friday, January 27</td>
<td>Friday, January 6</td>
</tr>
<tr>
<td>March</td>
<td>Friday, March 3</td>
<td>Friday, February 10</td>
</tr>
<tr>
<td>April</td>
<td>Friday, March 31</td>
<td>Friday, March 10</td>
</tr>
<tr>
<td>May</td>
<td>Friday, April 28</td>
<td>Friday, April 7</td>
</tr>
<tr>
<td>June</td>
<td>Friday, June 2</td>
<td>Friday, May 12</td>
</tr>
<tr>
<td>July</td>
<td>Friday, June 30</td>
<td>Friday, June 9</td>
</tr>
<tr>
<td>August</td>
<td>Friday, July 28</td>
<td>Friday, July 7</td>
</tr>
<tr>
<td>September</td>
<td>Friday, September 1</td>
<td>Friday, August 11</td>
</tr>
<tr>
<td>October</td>
<td>Friday, September 29</td>
<td>Friday, September 8</td>
</tr>
<tr>
<td>November</td>
<td>Friday, October 27</td>
<td>Friday, October 6</td>
</tr>
<tr>
<td>December</td>
<td>Friday, November 24</td>
<td>Friday, November 3</td>
</tr>
<tr>
<td>January 2018</td>
<td>Friday, December 22</td>
<td>Friday, December 1</td>
</tr>
</tbody>
</table>

Inserts

Insert size may not exceed 11” x 11”. Full run only. Paper weight minimum 60# text. Inserts are the responsibility of the advertiser and must be delivered to printer ten days prior to publication.

<table>
<thead>
<tr>
<th>Size</th>
<th>Per Thousand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Sheet</td>
<td>$60 per 1,000</td>
</tr>
<tr>
<td>2-4 pages</td>
<td>$70 per 1,000</td>
</tr>
<tr>
<td>6-8 pages</td>
<td>$80 per 1,000</td>
</tr>
<tr>
<td>Each additional 2 pages over 8</td>
<td>+$50 per 1,000</td>
</tr>
</tbody>
</table>

For scheduling and delivery information contact Judy Harvey at 678-925-8511 • sales@bigcanoenews.com.
Smoke Signals news coverage and distribution don’t stop at Big Canoe’s front gate

Any way you look at it—editorial coverage, advertising base or distribution sites—Smoke Signals provides advertisers with regional impact, reaching across North Georgia. As an advertiser, you can be confident your message to customers is presented in a high-quality publication filled with information important to readers. After all, the more time potential customers spend reading the newspaper, the more often they’ll focus on your ad.

Readers call Smoke Signals “content rich” because we provide relevant articles, compelling features, local/regional news and updates about events across North Georgia. The Georgia Press Association recognized Smoke Signals for General Excellence with first place awards in 2015 and 2016, plus eight first place editorial content awards.

Smoke Signals is available at more than 100 high-traffic distribution points across Dawson, Pickens, Cherokee, Gilmer, Fannin, Lumpkin, Fulton and Forsyth counties for an average 20,000 readership. The Arts & Entertainment section, distributed in three additional counties, reaches an average of 22,000 readers. In addition, Smoke Signals Online--bigcanoeonline.com—combined with our social media outlets provide you with the distribution channels, real-time reach and multi-media platform you need to grow your business.

Advertisers in the following locations run in Smoke Signals.*

**GEORGIA**
- Alpharetta
- Atlanta
- Ball Ground
- Big Canoe
- Blue Ridge
- Buford
- Canton
- Cartersville
- Chestnut
- Mountain
- Cumming
- Dahlonega
- Dawsonville
- Ellijay
- Gainesville
- Jasper
- Jekyll Island
- Lilburn
- Marble Hill
- Marietta
- Mount Berry
- Norcross
- Rome
- Roswell
- Sandy Springs
- Suwanee
- Talking Rock
- Tate
- Tiger
- Waleska
- Woodstock

**ADVERTISING DIVERSITY**

**NEWS COVERAGE**

Editorial coverage included these locations during 2016.

- Dillard
- Duluth
- Dunwoody
- East Ellijay
- Ellijay
- Fannin County
- Forsyth County
- Gainesville
- Habersham County
- Helen
- Jasper
- Johns Creek
- Kennesaw
- Lake Lanier
- Lawrenceville
- Lumpkin County
- Macedonia
- Marble Hill
- Marietta
- Milton
- Mountain City
- Norcross
- Pickens County
- Pine Mountain
- Rabun Gap
- Roswell
- Sandy Springs
- Suches
- Tallulah Falls
- Tate
- Toccoa
- Wearska
- Warner Robbins
- White County
- Woodstock
- Young Harris

**DISTRIBUTION POINTS**

News racks are found in more than 100 locations.

- Jasper
- Dawsonville
- Marble Hill
- Big Canoe
- Dahlonega
- Cumming
- Canton
- Roswell
- Blue Ridge
- Ellijay
- Bent Tree
- Kennesaw
- John’s Creek
- Milton
- Tate
- Woodstock

* Jan-Nov 2016
Smoke Signals enjoys the distinction of being the only community newspaper in the region that is distributed across the borders of multiple counties, typically in very high traffic locations. Our editorial staff covers news stories and events taking place across North Georgia with a heavy focus on the local area. Smoke Signals advertisers reach an average of more than 20,000 – and A&E, with its extended distribution, reaches more than 22,000 – potential customers every month, including many of the most affluent in the region.
Smoke Signals will publish a number of special features throughout 2017. Call us at 770-893-1594 or send an email to info@bigcanoenews.com for details about any of the special features represented below.

JANUARY
Healthcare in North Georgia

FEBRUARY
Valentines
Love is in the air

MARCH
Wine Season
Calling all wine-lovers

APRIL
Destinations
‘Dream Big’ Trips

MAY
Mother’s & Father’s Day

JUNE
Outdoor Living
Family Adventures

JULY
Georgia Grown
Award Winners

AUGUST
Summer’s End
Atlanta Theater Season

SEPTEMBER
N. Georgia Theater Scene
Fall Wine Season

OCTOBER
High Design
Fall Festivals

NOVEMBER
Thanksgiving
Coming Home

DECEMBER
Holiday Celebrations
Family Gatherings
Advertising Specifications & Recommendations

Size Specs

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Size Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Truck</td>
<td>21” x 20.5”</td>
</tr>
<tr>
<td>Full Page</td>
<td>10” x 20.5”</td>
</tr>
<tr>
<td>Half Page</td>
<td></td>
</tr>
<tr>
<td>Horizontal</td>
<td>10” x 10.25”</td>
</tr>
<tr>
<td>Vertical</td>
<td>4.9” x 20.5”</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>4.9” x 10.25”</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>4.9” x 5”</td>
</tr>
</tbody>
</table>

Recommendations

Some of these recommendations are technical in nature. We would recommend that this information be shared with the graphic artist or agency creating your ad. If any questions, we can be reached via contact information shown below.

- **COLOR**: All color should be CMYK. No RGB or spot color.
- **4 COLOR BLACK**: Avoid using 4 color black text and 4 color black frames. It causes ink saturation and offsetting.
- **PRESS GAIN**: Newsprint press gain for our printer is approximately 24%. We strongly recommend photos and backgrounds be lightened. (See 3 photos at right that help illustrate our press gain).
- **DMAX**: There is a number called DMAX which is a total number of all the CMYK colors. The maximum that this should be is 240 for the press that prints our paper. Check the darkest part of any photo or color banner and calculate this amount. DMAX is not for color correcting. It is to avoid offsetting and too much ink saturation.
- **SMALL TYPE IN REVERSE**: Text smaller than 10 point that is reversed out in black becomes hard to read. You might even consider using san-serif type for the phone numbers, etc. to help so you do not have the thick-thin lines of a serif type that may start to fill in.

If you have any questions about these specifications/recommendations, call or email Barb Smith, Smoke Signals Ad Designer
addesign@bigcanoenews.com • 770-737-2117
Banner Advertising
bigcanoenews.com

_Smoke Signals_ online ads can help you reach Big Canoe’s large base of affluent property owners plus additional viewers throughout Georgia and beyond. _Smoke Signals_ publishes “breaking news” of immediate and high interest, and some of the favorites from the print version of the monthly award winning _Smoke Signals_ newspaper.

- Weekly “News from _Smoke Signals_” email blasts to more than 3,000 subscribers in Big Canoe and throughout North Georgia and beyond generate regular traffic from interested subscribers to bigcanoenews.com each week.
- In an average month, bigcanoenews.com has over 9,000 visits and 20,000 page views.
- Online banner ads will be set up to link directly to your choice of business website or social media web page.
- Rates are per month. The _Smoke Signals_ payment policy is published on bigcanoenews.com.
- $50 art charge is assessed for ads which a _Smoke Signals_ graphic designer creates or changes at your request.
- Specific web page position requests may be made and will be accommodated if space available.

Contact sales@bigcanoenews.com or 678-925-8511 for more information regarding banner advertising.

BANNER ADS

<table>
<thead>
<tr>
<th>PLACEMENT, SIZES &amp; RATES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>HOME PAGE FOLD</td>
<td>(360 X 280 PIXELS)</td>
</tr>
<tr>
<td></td>
<td>$150.00</td>
</tr>
<tr>
<td>FOOTER</td>
<td>(565 X 70P)</td>
</tr>
<tr>
<td></td>
<td>$100.00</td>
</tr>
<tr>
<td>STANDARD SIDE</td>
<td>(180 X 150P)</td>
</tr>
<tr>
<td></td>
<td>$100.00</td>
</tr>
<tr>
<td>NAVIGATION</td>
<td>(234 X 60P)</td>
</tr>
<tr>
<td></td>
<td>$85.00</td>
</tr>
<tr>
<td>WEEKLY EBLAST</td>
<td>(575 x 75P)</td>
</tr>
<tr>
<td>$150.00 / $75.00</td>
<td></td>
</tr>
</tbody>
</table>

Prices shown do not include ad design. Prepayment discounts available. See www.bigcanoenews.com for additional details on size and placement.

Classified Advertising

_Smoke Signals_ offers classified advertising (print and online), priced at $20 for the first 20 words and 40 cents for each additional word. Classified ads (up to 20 words) that are placed by 501(c)(3) non-profit organizations are provided free of charge.

Submit ads via the Classified Ad Request form on our website bigcanoenews.com. The submission deadline for a classified ad is the 15th of the month prior to the month you wish the ad to run.

Advertisers are encouraged to review our Classified Advertising Policy on our website before placing an ad. For assistance, contact us via email at classified@bigcanoenews.com or call our office at 770-893-1594.
Smoke Signals is pleased to introduce Arts & Entertainment, a regular section of our award-winning monthly publication.

A&E is designed to help our readers easily locate information about local and regional cultural activities taking place throughout the coming month. A comprehensive calendar of events features art shows, concerts, plays, photography exhibits, festivals, county fairs and attractions, and many other events that appeal to people of all ages. A&E highlights activities taking place in communities and venues around North Georgia and in locations in and around the city of Atlanta. We include in-depth stories featuring artists, musicians, actors, writers and craftspeople, and we are encouraging theater and arts groups across the region to submit press releases describing major upcoming activities and events.

No other publication in print today offers such comprehensive arts and entertainment information to consumers across so wide an area north of metropolitan Atlanta. Don’t miss the opportunity to advertise in this exciting offering designed to answer the eternal question “What is there to do?” posed daily by thousands of readers across North Georgia.

- Regional arts & entertainment
- Events calendar
- Feature articles
- Arts community activities
- Average 8,000 circulation
- More than 100 distribution points across North Georgia

• For information about or to submit editorial content, contact arts@bigcanaonews.com. For information about advertising, contact sales@bigcanaonews.com.

Arts & Entertainment is published by Smoke Signals™

Visit our website at bigcanaonews.com
Smoke Signals is available to our readers in a variety of forms

**PRINT EDITION**

The print edition of *Smoke Signals* is published monthly. See the following page for a list of 2017 publication dates. Racks are located at more than 100 distribution points throughout the North Georgia region. Mail subscriptions may be purchased for $20 a year. Subscribe through our website at bigcanoenews.com. Pay via PayPal, or if you prefer to pay via check, make it payable to *Smoke Signals* and send to 11293 Big Canoe, Jasper, GA, 30143. Please indicate for Print Subscription. For assistance email subscriptions@bigcanoenews.com.

**DIGITAL EDITION**

This online version of *Smoke Signals* is available at no charge through *Smoke Signals’* website, bigcanoenews.com. Click on the “Digital Edition” icon at top center of the home page. This is an exact replication of *Smoke Signals* as it appears in hard copy. It is presented in a page-by-page newspaper format with a number of interactive features available including links to advertiser websites.

**WEBSITE**

www.bigcanoenews.com

Along with being the portal for the *Smoke Signals* digital edition, the website features breaking news and updates on news stories in the current print edition. Navigate through www.bigcanoenews.com for archived articles, advertising and subscription information and monthly features pulled from different sections of the paper.

**WEEKLY EMAIL ‘BLASTS’**

Breaking news and updates on what’s available in the current print edition of *Smoke Signals* are emailed to subscribers. If you are not currently receiving these weekly “email blasts” and wish to subscribe, go to www.bigcanoenews.com and click on “Subscribe” in the toolbar.

Like us on FACEBOOK facebook.com/bigcanoenews
Winner of 97 advertising awards in the past six years from the Georgia Press Association for excellence in advertising design

Helping advertisers win business is a rewarding job for Smoke Signals

Placing Your Ad

PROOFING • Once your ad is completed, a proof will be emailed to you. Please check this proof carefully to confirm all information is accurate.

AD SALES QUESTIONS? • Call or email Judy Harvey 678-925-8511 • sales@bigcanoenews.com

AD PRODUCTION QUESTIONS? • Call or email Barb Smith 770-737-2117 • addesign@bigcanoenews.com

CAMERA READY ADS • Send PDF ad files to addesign@bigcanoenews.com. PDF files are required. Make sure PDF setting is 300 dpi, color ads CMYK (No RGB or Spot). We cannot accept ads created in Microsoft Word or Publisher. If you have questions concerning your PDF settings, please call Barb Smith at 770-737-2117. See Advertising Specifications & Recommendations (p.7) for more information.

Why Advertise in Smoke Signals?

Market penetration ... estimated readership is more than 20,000 reached with average monthly distribution of 7,500, reaching more than 100 high-traffic, high visibility distribution points – from the Hwy 515 to S. R. 400 corridors -- in eight North Georgia counties. Includes exclusive coverage of the affluent Big Canoe market.

Award winning layout and design ... winner of 97 awards in the past six years from the Georgia Press Association for excellence in advertising design. In June 2016, Smoke Signals was awarded the General Excellence Award in the GPA’s Better Newspaper Contest for the second year in a row.

Digital Edition ... complete digital copy of each month’s print edition of the paper is produced and made available to the public on our website bigcanoenews.com and includes links to all of that edition’s advertisers’ websites.

Agency level design offered at no charge to all advertisers.

Affordable color ... enhance ad impact for as little as $65.

Local news ... content prepared by and for Big Canoe area residents and others throughout the North Georgia region.

Medical directory ... each month’s health care advertisers are listed in a directory format for easy reference.
Contacts

EXECUTIVE DIRECTOR
Carl Deane - 706-579-1462
cdeane@bigcanoenews.com

MANAGING EDITOR/NEWS
Barbara Schneider - 404-626-5385
bschneider@bigcanoenews.com

ARTS & ENTERTAINMENT SECTION
Melissa Lowrie - 678-910-1338
mlowrie@bigcanoenews.com

LIVING SECTION
Anita Rosen - 706-429-7775
arosen@bigcanoenews.com

SPORTS & OUTDOORS SECTION
Melissa Lowrie - 678-910-1338
mlowrie@bigcanoenews.com
Anita Rosen - 706-429-7775
arosen@bigcanoenews.com

CREATIVE DIRECTOR
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wgraphics@mac.com

ADVERTISING DESIGNER
Barbara Smith - 770-737-2117
addesign@bigcanoenews.com

DIGITAL EDITOR
Melissa Harvey - 678-925-8512
mharvey@bigcanoenews.com

PRINT & ONLINE ADVERTISING

ADVERTISING MANAGER
Judy Harvey - 678-925-8511
sales@bigcanoenews.com

SALES REPRESENTATIVES
Sarah Mansfield - 770-402-3839
smansfield@bigcanoenews.com
Steve Melching - 678-360-3712
smelching@bigcanoenews.com
Jeri Haid - 770-380-4680
jhaid@bigcanoenews.com

PRINT & ONLINE CLASSIFIED ADVERTISING
classified@bigcanoenews.com

CIRCULATION
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pfechtner@bigcanoenews.com
Jeri Haid - 770-380-4680
jhaid@bigcanoenews.com

SUBSCRIPTIONS
subscriptions@bigcanoenews.com

GENERAL EDITORIAL INQUIRIES/PRESS RELEASES - editor@bigcanoenews.com
ARTS & ENTERTAINMENT INQUIRIES/PRESS RELEASES - arts@bigcanoenews.com
Mailing Address: 11293 Big Canoe, Jasper, GA 30143
Office Phone: 770-893-1594
Website: bigcanoenews.com