

The Biltmore Beacon

2021 Printing + Digital Media Kit

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Bringing Community into Focus

Reach the homes of Biltmore Forest, Biltmore Park, Biltmore Lake, The Ramble, The Cliffs & surrounding areas with 99 % coverage & free copies in the Biltmore Village area.

editorial pillars

ARTS & LEISURE

THEATER • MUSIC • FILM • DANCE • ART • DINING

BETTER LIVING

HEALTH • BUSINESS • FITNESS • STYLE • ADVENTURE • TRAVEL

NEXT GENERATION

YOUTH EVENTS • SCHOOL NEWS • SPORTS • EDUCATION

The Biltmore Beacon across platforms



The Biltmore Beacon has impact. With roots dating back to 1884, few other publishing companies can boast the high-impact combination of size, quality, and diversification of information, entertainment, and news.

audience

Financial

Liquid Assets over \$250K	450
Market Value of Home - \$400K-\$500K	2.5K
Investors	201
CD's/Savings Certificates	471
Influence Business Banking Decisions	303
Corporate Officer/Business Owner	386

Demographics

Education: College Graduate	245
Ages 35 years old +	133
Ages 50 years old +	192
Families with children 6-12 years old	400
Families with children 13-17 years old	335
Families with children 20+ years old	400

Shopping

Plan to Buy New Furniture	243
Plan to Buy Flooring	359
Plan to Buy Garden/Landscaping	163
Plan to Buy Sporting Goods	244
Plan to Remodel Home	316
Will Buy Electronics this Year	208

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Automotives & Wheels

Plan to Buy \$30K+ Vehicle	1.2K
Plan to Buy \$20K+ Vehicle	447
Plan to Buy a NEW Vehicle	556
Age of Primary Vehicle - Over 7 years	124
Replaced Tires	224
Scheduled Auto Maintenance	153

Media in Buncombe County

The Biltmore Beacon	129
Radio	102
WNC Parent	102
WNC Magazine	110
WLOS-DT ABC	112
Auto Site/Cars.com & Autotrader	0

Healthcare

Visited Eye Doctor	196
Visited General Practitioner	136
Visited Cardiologist	334
Visited Dermatologist	259

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general advertising rates

DISPLAY CONTRACT

52 weeks

ROP RATE:	SIZE:	PCI*
\$644.00	full page	\$5.50
\$390.00	half page	\$6.50
\$255.00	quarter page	\$7.50
\$128.00	eighth page	\$8.50

26 weeks

ROP RATE:	SIZE:	PCI*
\$761.00	full page	\$6.50
\$450.00	half page	\$7.50
\$255.00	quarter page	\$8.50
\$145.00	eighth page	\$9.50

13 weeks

ROP RATE:	SIZE:	PCI*
\$878.00	full page	\$7.50
\$510.00	half page	\$8.50
\$270.00	quarter page	\$9.00
\$142.00	eighth page	\$9.50

PCI* - per column inch

OTHER RATES

Non-Profit Rate:	\$8.00
Small Space Rate:	\$7.50 pci / 14" maximum / 1 year contract / Copy change monthly
Annual Bulk Rates:	OPEN / \$10.00
	100" - 500" / \$9.50
	501" - 1000" / \$9.00
	1001" - 1500" / \$8.50
	1501" - 2500"+ / \$7.50

EDITORIAL SUBMISSION?

EMAIL: thebiltmorebeacon@gmail.com

DEADLINE

Fridays at 10am
the week before
publication date

SIZES (width x height)

full page	half page
9.87"x19.5"	9.87"x10"
quarter page	eighth page
4.88"x10"	4.88"x5"

general advertising sizes

full page

9.87x19.5"

half page

9.87x10"

quarter page

4.88x10"

eighth
page

4.88x5"

**examples
shown are
not actual
size**

digital advertising rates

The Biltmore Beacon Website

Top Banner Ad 728x90px

A banner ad appearing below site navigational tabs
\$400 per month

Reveal Ad 728x90px

Displays at top of site as an expandable banner. Perfect for events
\$500 per month

In-Story Ad 300x250px

Claim your spot on our most visited feature, our original stories
\$350 per month

In-Gallery Ad 300x250px

Who doesn't love sharing great pics? Put your ad in the mix
\$350 per month

Sticky Right Rail Ad 300x250px or 300x600px

Your ad 'sticks' to the page and the content while scrolling
\$500 per month (100% sponsorship)

ROS 300x250px

Run on Site ad
\$200 per month

Social Media

Boosted Facebook Post

Custom Post with Your Photos & Content
\$200 Starting Rate

Email Newsletter

Reach Their Inbox 600x125px

Mon-Fri 5.5K+ subscribers by 7:30am
\$350 per month

Custom E-Blasts

Send Emails Tailor Made for Your Content
\$200 Starting Rate



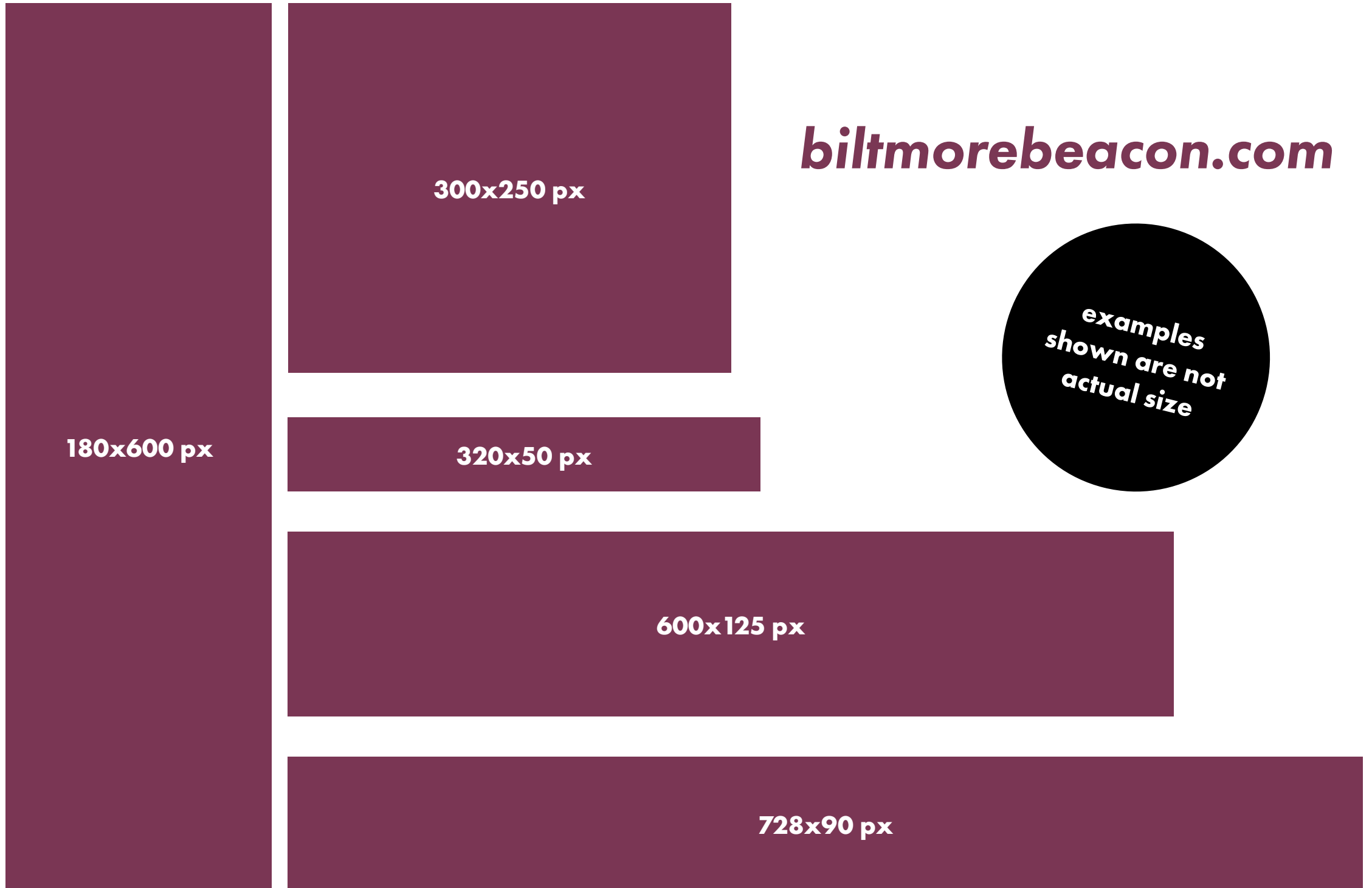
Digital Content Marketing Package

Choice of Web Ad • Boosted Facebook Post • E-Newsletter Ad

Take your business's story to the next level by engaging with our loyal Haywood County digital audience. The package integrates display, social, and native advertising. You can showcase your business, message, and tell your story to readers who turn to us for content.
\$950 per package



digital advertising sizes



business process

The Customer Relationship Development

- Identify your target market
- Match your needs to our marketing tools for the best results possible

The Need & The Plan

- Put together a proposal that is the perfect match of our marketing tools to your target market and marketing needs

The Solution & Agreement

- Present our proposal to give you marketing solutions
- Negotiate final pricing and the terms of the agreement

The Campaign Launch & Support

- Support the start of your advertising campaign with attention to all timelines and ad details working with our qualified staff
- Solve issues for you behind the scenes and make certain we solve any issues for your campaign

The Follow-Up

- Provide after-sales support to you, ensuring expectations are being met
- Offer marketing advice and future marketing opportunities for your continuous advertising business
- Advise you on future changes that need to be made to your campaign to continue reaching your target market.

sales contacts

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