

Advertise with WNC Trails

Clearly labeled placements inside the hiking guides, directory pages and events of Western North Carolina.

About WNC Trails

WNC Trails (wnctrails.com) publishes hiking guides, a business directory and an events calendar for people planning hikes and weekends in Western North Carolina. Readers use these pages while they choose a trail, a town, a place to stay or somewhere to eat.

Advertising sits next to that content, never mixed into an unrelated feed. Every paid placement is labeled **Advertisement**, and every banner is reviewed before it goes live.

Who it is for

Lodging and cabins, restaurants and breweries, outfitters and gear shops, guides and tours, and other local businesses that serve hikers and weekend visitors in the region.

Display advertising

\$105 per placement, billed annually (launch price) · 12 months · one advertiser per placement.

- Banner formats: 970 × 90 px (300 × 250 px for the listing sidebar).
- Files: JPG, PNG or WebP, up to 5 MB, with a short image description (alt text) and the <https://> page your banner links to.
- Your banner runs for 12 months from the day it is approved and goes live.

Ad spaces

#	Space	Where it appears	Size
01	Directory results	Bottom of the directory, category and lodging archive pages	970 × 90
02	Listing pages	On every directory and lodging listing, below the details	970 × 90
03	Listing sidebar	In the sidebar of every listing page, between the details and the owner block	300 × 250
04	Trail guides & articles	Inside every guide and article, after the fourth paragraph	970 × 90
05	Events	On every event page, below the event details	970 × 90
06	Page bottom banner	At the bottom of site pages, below the newsletter band	970 × 90

More detail on each space is at wnctrails.com/advertise-with-us/.

How it works

- **1. Buy a placement** at wnctrails.com and pay online.
- **2. Choose your space and upload your banner** from My Account > Advertising.
- **3. We review it** against the content rules below and email you when it is live.

Content rules

- Every paid placement is labeled *Advertisement* and links with rel="sponsored".
- Banners must be accurate, relevant to travelers and visitors, and link to a working https:// page.
- We may decline or pause a banner that is misleading, unsafe or unrelated to the audience.

What we do not promise

We do not guarantee clicks, customers or bookings, and we do not publish traffic or audience figures until they are verified. Placement is contextual visibility, not a performance guarantee.

Partner plans and free listings

Beyond a banner, businesses can claim a free listing or choose a Trail, Weekend or Regional partner plan. Details and the application form: wnctrails.com/advertise-with-us/.