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SALES

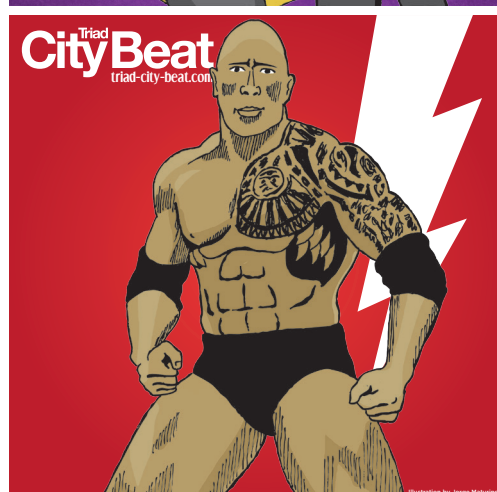
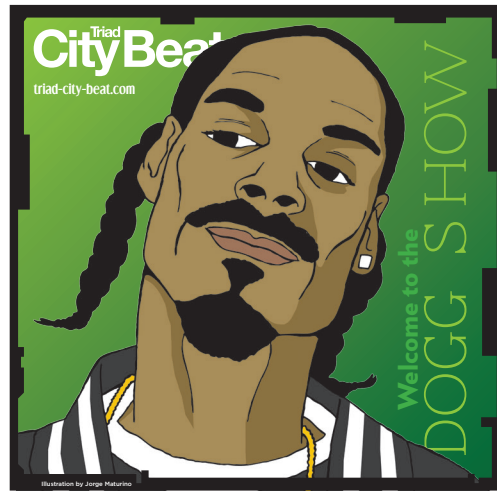
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Triad CityBeat

Greensboro / Winston-Salem / High Point

Keeping your finger on the pulse
of Greensboro, High Point and Winston-Salem



Triad City Beat chronicles the Triad cities as low-cost incubators of innovation, sustainability and creativity. An informed citizenry is the lifeblood of democracy, and we take our responsibility seriously to provide good journalism to hold economic and governmental powers accountable, both locally and across North Carolina. Culture binds us, and we commit to provide lively and vital coverage of food, music and the arts in Greensboro, Winston-Salem and High Point. We unapologetically focus on the cities, and won't shrink from defending LGBT rights, racial diversity and an urban sensibility. We carry the flag for no party or faction, and fiercely defend our editorial independence.

2016 Media Kit
triad-city-beat.com

Why advertise with us?

- Triad City Beat readers cross most traditional demographic barriers.
- We attract readers of every age, from college kids looking for something fun on the weekend to newspaper fans who have been reading news in print for 50 years and everything in between.
- Most are educated and professional, and appreciate a touch of sophistication to their media.
- Ask us about our reader demographics.
- Our readers have a few things in common: They're smart, and know the value of staying informed. And they're engaged — they go to the theater, museums, restaurants, concerts, local festivals and shows. They vote. They use greenways and parks. They care about their communities and want to help make things better.

Women	51%	18-24	25-34	35-44	45-54	55-64	65+
Men	49%	11%	19%	24%	20%	12%	4%

Our distribution

Triad City Beat distribution has almost doubled to more than 575 stops in high-volume locations across the cities of the Triad. We target coffee shops, gyms, libraries, boutiques, locally owned restaurants, farmers markets, supermarkets, salons, theatres, public parks, government buildings, colleges, music clubs, dive bars, office buildings, performance spaces, art galleries and anywhere else our readers congregate.

Our street presence is anchored by a series of boxes, some repurposed from old steel gym lockers, turned into functional street art by local painters and sculptors. One series was made by art students at a local high school.

We're adding more stops every week — a complete list of locations is available at triad-city-beat.com.

Special Issues

Citizens of the Triad (January)
RiverRun/Winston-Salem (April)
The Primary Election Guide (May)
Triad Summer Reading Guide (June)
City Salaries Issue (July)
Back to School (August)
Folk Fest/Greensboro (September)
The Election Guide (October)
The Beer Issue (October)
The Local Gift Guide (November)
The Triad 100 (December)

Ad specifications

Art Requirements: Camera ready ads should be submitted electronically in the following formats PDF, PSD, or TIF. Files must be created to exact size, CMYK or B&W, 200dpi resolution.

Deadline is Friday prior to Wednesday's paper. Production questions may be directed toward Jorge Maturino at jorge@triad-city-beat.com or 336-256-9320.

Full
9.75"(w) x 10"(h)

3/4 Vertical
7.25"(w) x 10"(h)

3/4 Horizontal
9.75"(w) x 7.435"(h)

2/3 Vertical
6.42"(w) x 10"(h)

2/3 Horizontal
9.75"(w) x 6.56"(h)

1/2 Vertical
4.75"(w) x 10"(h)

1/2 Horizontal
9.75"(w) x 4.875"(h)

1/3 Vertical
3.08"(w) x 10"(h)

1/3 Horizontal
9.75"(w) x 3.1875"(h)

1/4 Square
4.75"(w) x 4.875"(h)

1/4 Vertical
2.25"(w) x 10"(h)

1/4 Horizontal
9.75"(w) x 2.3125"(h)

1/6 Vertical
3.08"(w) x 4.875"(h)

1/6 Horizontal
4.75"(w) x 3.1875"(h)

1/8 Vertical
2.25"(w) x 4.875"(h)

1/8 Horizontal
4.75"(w) x 2.3125"(h)

Small Business Special
2.25"(w) x 2.3125"(h)

Front Cover Banner
10.25"(w) x 1"(h)

Ad rates

There is a 20% additional charge for color advertisements (CMYK).
Ask about custom ad design.

Billboard Special

\$5,000 one month on the billboard plus 4 full-page color ads.
Ads must run in the Triad City Beat for four consecutive weeks. Billboard ads run on one side, 10 seconds every two minutes — upgrades available.

\$300 packages:
Option 1: 4 days - 1/6th one side of billboard (Plays every minute)
Option 2: 4 days - every other minute on both sides of the billboard

\$500 packages:
Option 1: 6 days - one side of billboard , every minute
Option 2: 6 days - both sides of the billboard, every other minute

\$750 packages:
Option 1: 9 days - one side of billboard, every minute
Option 2: 9 days - both sides of billboard, every other minute
Up to 50 different images can be rotated.
Billboard Specs: files received in .jpg format set to 288px high by 1024 px wide at 96ppi.

Advertorial

600 words for \$600.
A 600-word story about your business, with a photo. Limit one per quarter.

Inserts

\$100 per 1000 (5,000 or less)
\$75 per 1000 (over 5,000)

Web tile

\$25 per week square
4 week minimum. 270px by 270px.

\$50 per week vertical
4 week minimum. 270px by 540px.

\$100 per week banner
4 week minimum. 640px by 270px.

Camera ready ads should be submitted electronically in the following formats PSD, JPG or PNG. Files must be created to exact size, RGB, minimum of 72dpi resolution.

Email Ad

\$250 per week

Video Ad

Starting at \$250 per week for advertisers

Backbeat Marketing

Let us help you create your marketing communication strategies including ad campaigns, press relations, videos, special events, and more.
Estimates based on scope of project.

	Front Cover Banner	Back Cover	Full Page	3/4 Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page	1/8 Page	Small Business Special
Open	\$1250	\$1320	\$1100	\$925	\$875	\$715	\$580	\$440	\$330	\$275	—
6 week	\$925	\$995	—	—	—	—	—	—	—	—	\$360
6 week prepaid	—	\$865	—	—	—	—	—	—	—	—	\$300
13 week	\$795	\$735	\$990	\$825	\$695	\$660	\$525	\$385	\$255	\$245	—
26 week	\$625	—	\$880	\$715	\$625	\$550	\$475	\$330	\$220	\$195	—
52 week	\$545	—	\$770	\$635	\$535	\$440	\$365	\$275	\$165	\$150	—