

Triad City Beat

Greensboro / Winston-Salem / High Point

2017
Media Kit
triad-city-beat.com



We've
got the
Triad
covered.

OUR MISSION: *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.

Why advertise with us?

Since 2014, Triad City Beat has delivered hard-hitting news, in-the-moment cultural coverage, incisive commentary and a couple of good laughs to the cities of the North Carolina Piedmont Triad — Greensboro, High Point and Winston-Salem — where 1.3 million people live, work and play.



A data-driven sales approach

We use online analytics, real-time demographic information and strategic business partnerships to get your message in front of the people who need to see it.

The best readers

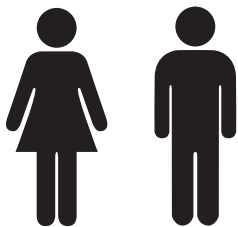
TCB readers cross age, gender and racial lines. They make more money than the Forsyth and Guilford County averages. They're educated, professional, active and engaged with the cities in which they live. They go to the theater, rock shows, concerts, restaurants, festivals and other events. They use greenways and parks. They vote. Call a sales rep to get the most current numbers.

They don't listen to the radio, they don't watch TV commercials and they don't read other weekly newspapers.



Deomographics (Source: Quantcast analytics, November 2015-October 2016)

GENDER



53%

47%

AGE

18-24 — 11%
25-34 — 18%
35-44 — 21%
45-54 — 19%
55-64 — 11%



INTERESTS

(Source: Google Analytics
November 2016)

News
Movies/TV
Technology
Travel
Cooking
Home décor
Music
Social media
Sports
Pets
Family activities
Employment
Real Estate
Higher education

INCOME



\$50-\$100K
32%



\$100-\$150K
13%



\$150K+
9%

EDUCATION

College — 52%
Grad school — 24%



Distribution/Reach/Print breakdown

We make 10,000 copies every week, distributed to almost 600 businesses and street boxes throughout the cities of the Triad: Greensboro, High Point and Winston-Salem. Find the complete list at triad-city-beat.com/locator/

Greensboro — 52% (5,200 copies)




Winston-Salem — 40% (4,000 copies)

High Point — 8% (800 copies)

Rates/Products

Discounts for small businesses and nonprofits. There is a 20% additional charge for color advertisements (CMYK).
Ask about custom ad design.

DIGITAL (at triad-city-beat.com)

		
Tile \$25/week 270px by 270px	Skyscraper \$50/week 270px by 540px	Banner \$100/week 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.

SOCIAL MEDIA BOOST

Roll your Facebook, Instagram, Twitter or Pinterest posts and hashtags at triad-city-beat.com

Starting at \$25/week



INTERNET FOOTPRINT SERVICE

Maximize your web presence using online tools and SEO.
(By appointment only)

\$250



AUDIENCE EXTENSION

Display your ad on websites throughout the internet, targeted by ZIP code, buying habits, age, gender and more.

Starts at \$15/per thousand impressions.

EMAIL BLAST

Issue email and weekend calendar, emailed directly to 1,500+ opt-in subscribers.

\$100



INSERTS

Insert and distribute your flier into all 10,000 copies of TCB.

\$1000

DISPLAY ADVERTISING RATES

				BEST VALUE!
	Open	13 week	26 week	52 week
Front Cover Banner	\$1250	\$900	\$800	\$700
Back Cover	\$1200	\$1100	\$1000	\$900
Full	\$1000	\$900	\$800	\$700
3/4 page	\$900	\$800	\$700	\$600
2/3 page	\$850	\$750	\$650	\$500
1/2 page	\$700	\$650	\$600	\$450
1/3 page	\$600	\$550	\$400	\$350
1/4 page	\$400	\$350	\$300	\$250
1/6 page	\$300	\$275	\$250	\$225
1/8 page	\$275	\$250	\$200	\$150

Prices are per week.

Small Business Special

SBS Prepaid — Six week minimum
\$50

Bundle with other products for deeper discounts.

Special Issues and Holiday Calendar (Dates subject to change)

JANUARY Citizens of the Triad (Jan. 4)
FEBRUARY Valentine's Day (Feb. 1, 8)
MARCH Primary Election Guide (Mar. 1)
 St. Patrick's Day (Mar. 1, 8)
APRIL RiverRun Guide
 PhuzzPhest

JUNE Summer Reading Guide
 Fourth of July (Jun. 21, 28)
JULY Bills On Parade Legislative Review
AUGUST The City Salary Issue
 Back to School Guide
SEPTEMBER National Folk Festival Guide

OCTOBER Halloween (Oct. 18, 25)
 Election Guide
 The Beer Issue
NOVEMBER Thanksgiving (Nov. 15, 22)
 The Local Gift Guide (Nov. 22)
DECEMBER Christmas (Dec. 13, 20)
 The Triad 100 (Dec. 27)

Ad specifications

Art Requirements: Camera ready ads should be submitted electronically in the following formats EPS, AI, JPG, 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.

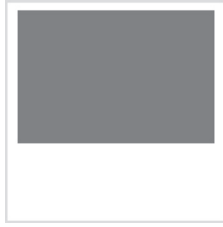
Production questions may be directed toward Jorge Maturino at jorge@triad-city-beat.com or 336.256.9320.



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)



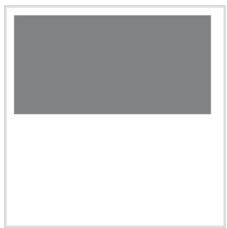
2/3 Vertical
6.42"(w) x 10"(h)



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)



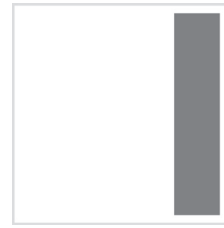
1/3 Vertical
3.08"(w) x 10"(h)



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



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



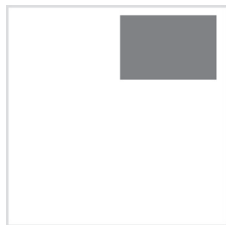
1/4 Vertical
2.25"(w) x 10"(h)



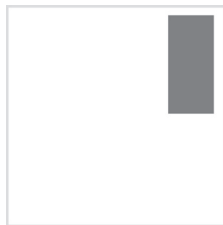
1/4 Horizontal
9.75"(w) x 2.3125"(h)



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



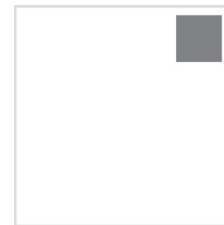
1/6 Horizontal
4.75"(w) x 3.1875"(h)



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)

BUSINESS

Publisher/Executive Editor **Brian Clarey**
brian@triad-city-beat.com

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