

# Triad CityBeat

Greensboro / Winston-Salem / High Point

# 2019

## Media Kit

triad-city-beat.com

### Why advertise with us?

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

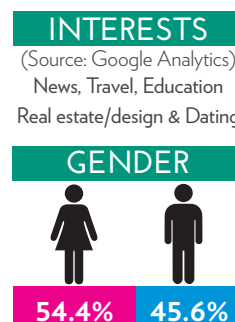
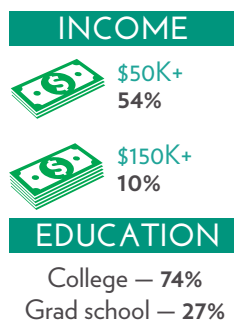
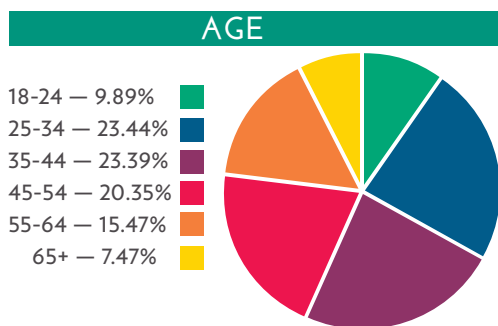


## Data-driven sales approach

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.

### Demographics

(Source: Google Analytics and Quatcast, 2017. 625,000 pageviews at triad-city-beat.com in 2017)



Check our live, open-source demographics anytime at [quantcast.com](http://quantcast.com)

### Distribution

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/](http://triad-city-beat.com/locator/)

**Greensboro — 52% (5,200 copies)**  
**Winston-Salem — 40% (4,000 copies)**  
**High Point — 8% (800 copies)**

# Rates/Products



## DISPLAY ADVERTISING RATES

Discounts for small businesses and nonprofits. Ask about custom ad design.

BEST VALUE!

	Open	13 week	26 week	52 week	
Back Cover	\$1200	\$1100	\$1000	\$900	
Full page	\$950	\$850	\$750	\$700	GREAT DEAL!
3/4 page	\$800	\$700	\$600	\$500	
2/3 page	\$750	\$650	\$550	\$450	
1/2 page	\$700	\$600	\$500	\$400	
1/3 page	\$600	\$550	\$400	\$350	
1/4 page	\$350	\$300	\$275	\$225	
1/6 page	\$300	\$275	\$225	\$175	
1/8 page	\$250	\$175	\$125	\$75	Small Business Special

Prices are net, per week.

SBS Prepaid — Six week minimum \$50

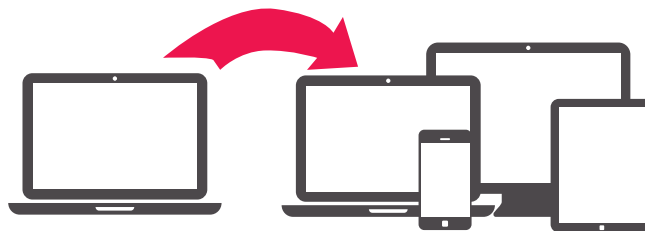
### DIGITAL (at triad-city-beat.com)

<b>Large Tile</b>	<b>Skyscraper</b>	<b>Banner</b>	<b>Leaderboard</b>
\$50/week \$125/month	\$100/week \$350/month	\$200/week \$500/month	\$300/week \$700/month

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 BLAST

Two e-blasts a week, one for events and one for news, 2,500+ opt-in subscribers  
Banner: \$150      Large Tile: \$100



### SOCIAL MEDIA BOOST

Scrape your social-media content and display it on a scroll at triad-city-beat.com  
Starting at \$25/week



### BUNDLE & SAVE

Combine print and digital campaigns and save: 10% off print, 25% off digital.

## Special Issues & Holiday Calendar for 2018 (Dates subject to change)

<b>FEBRUARY</b> Valentine's Day (Jan. 25, Feb. 1, 8)	<b>JUNE</b> Fourth of July (Jun. 21, 28)	<b>OCTOBER</b> Halloween (Oct. 4, 11, 18, 25) The Beer Issue
<b>MAY</b> Primary Election Guide	<b>AUGUST</b> The City Salary Issue Back to School Guide	<b>NOVEMBER</b> The Local Gift Guide (Nov. 21, 29, Dec. 6, 13, 20)
<b>APRIL</b> RiverRun Guide (April 19, 26)	<b>SEPTEMBER</b> NC Folk Festival Guide	<b>DECEMBER</b> The Triad 100 (Dec. 27)

#### Contact:

Brian Clarey 336.681.0704  
brian@triad-city-beat.com

Johnathan Enoch 336.601.4463  
johnathan@triad-city-beat.com

Gayla Price 336.456.5806  
gayla@triad-city-beat.com