

COMPETITIVE By Category

Listing of primary advertisers that placed in the past 3 years.

GROCERY



BANK



RETAIL



ENERGY



HEALTH



TECHNOLOGY



FOOD/DRINK



INSURANCE



MISCELLANEOUS



AUTOMOTIVE



EDUCATION



Preprint INSERT & Front AD NOTE

Effective through Dec 2017. Non-commissionable. Mark up **15%** for Agency Commission.

CIRCULATION

Zip Code ONLY (no zoning). See Circulation By Zip on Pg 8.

INCENTIVE (may include if applicable)

- **Banner** inclusion on website and e-blast linked to electronic version of insert.

INSERTION ORDERS

Signed insertion order required. Frequency and insert size discounts apply. **15 Day Written Notice** for cancellations.

	Charlotte Post	Triangle Tribune	Total Market
FULL RUN	14,900	6,900	21,800
MAIL	5,445	1,515	6,960
RACK/BULK	9,370	5,325	14,695
<i>In-House</i>	85	60	145
MINIMUM QTY	5,500	3,500	9,000

PREPRINT INSERT

CPM: Cost Per 1,000

Insert Size

	OPEN	6X	13X	26X	52X
	Frequency				
Single	\$ 54.50	\$ 53.25	\$ 52.00	\$ 50.75	\$ 49.50
4 - 8 Tab	\$ 63.50	\$ 62.25	\$ 61.00	\$ 59.75	\$ 58.50
12 - 16 Tab	\$ 72.50	\$ 71.25	\$ 70.00	\$ 68.75	\$ 67.50
20 - 24 Tab	\$ 81.50	\$ 80.25	\$ 79.00	\$ 77.75	\$ 76.50
28 - 32 Tab	\$ 90.50	\$ 89.25	\$ 88.00	\$ 86.75	\$ 85.50
36 - 40 Tab	\$ 99.50	\$ 98.25	\$ 97.00	\$ 95.75	\$ 94.50
44 - 48 Tab	\$ 108.50	\$ 107.25	\$ 106.00	\$ 104.75	\$ 103.50
52 - 56 Tab	\$ 117.50	\$ 116.25	\$ 115.00	\$ 113.75	\$ 112.50
60 - 64 Tab	\$ 126.50	\$ 125.25	\$ 124.00	\$ 122.75	\$ 121.50
68 - 72 Tab	\$ 135.50	\$ 134.25	\$ 133.00	\$ 131.75	\$ 130.50
76 - 80 Tab	\$ 144.50	\$ 143.25	\$ 142.00	\$ 140.75	\$ 139.50

84 Tab +

ONLY PRE-PRODUCED MATERIALS ACCEPTED.

Minimum quantity required. Minimum size **8" x 11"**.

Must contact Marketing Rep for rate.

FRONT AD NOTE

CPM: Cost Per 1,000

PREMIUM PLACEMENT on Front Pg (only 1 per edition).

ONLY PRE-PRODUCED MATERIALS ACCEPTED.

Minimum quantity required. Minimum size **3" x 3"**.

	OPEN	6X	13X	26X	52X
	Frequency				
	\$ 54.50	\$ 53.25	\$ 52.00	\$ 50.75	\$ 49.50



PREPRINT SPECIFICATIONS

FORMAT

Insert	Minimum	5.5" X 7.5"
	Maximum	10.5" x 10.5"
	4 TAB	10.5" x 10.5"
	2 STANDARD	10.5" x 20"
	8 FLEXI	7" x 10"
Ad Note	Maximum	3" x 3"

ONLY PRE-PRODUCED MATERIALS ACCEPTED. Must be suitable for machine insertion. Binding must fold on longest part. Quarter-fold 8" x 10" if larger than maximum size. Gatefold and Double Gatefold accepted.

Single sheets must be at least .006 of an inch thick or quarter folded and on 70 lb. or heavier stock.

Weight	Ounce
Single	0.25
4 Tab	0.13
8 Tab	0.0614
12 Tab	0.921
16 Tab	1.228
20 Tab	1.535
24 Tab	1.842
28 Tab	2.149
32 Tab	2.466
36 Tab	2.660

CONTENT

TCPPC reserves the right to review and reject all materials. TCPPC reserves the option to pre-insert sections (one inside another) to meet mechanical requirements.

DEADLINES

Production and submission of materials is the sole responsibility of the Advertiser.

Materials will not be inserted if condition interferes with the timely delivery of our newspaper which includes scheduling, cancellations or changes that occur after published deadlines.

Advertiser's submission of an Insertion Order signifies the acceptance of these conditions.

	POST	TRIBUNE
Reserve:	8 business days prior to run date.	
Delivery:	5 business days prior to run date.	
Publish:	Thursday	Sunday

DELIVERY

Deliver: **The Salisbury Post**
c/o Charlotte Post and/or Triangle Tribune
131 West Innes Street
Salisbury, NC 28144

Hours: **8:00am – 5:00pm Eastern**

Contact: **Winfred Mention**
(704) 633-8950

Package on skids/boxes not to exceed 48" height and maximum weight 2,000 lbs. Do not tie bundles but band securely so skids/boxes will not loosen during shipping. Ship freestanding fliers/cards in cartons. Shipments received in poor condition may be rejected.

Each skid/box must show a **copy of insert, total number of skid/box delivered, number of copies per skid/box, total number of copies delivered, and run date.**

Do not package materials for multiple run dates on the same skid/box. TCPPC will not be responsible for lost or shorted copies as a result of this condition. Multiple versions must be noted on both invoice and pallets.

TCPPC will not be held responsible for shortages due to improperly dried ink, inconsistent cutting or folding, improperly banded skids/boxes or damage during shipment.

ELECTRONIC VERSION

Adsend: **ID NCCCP**

Ad Transit: **NC01648**

Email: **production@thecharlottepost.com**

BILLING

Invoices and tearsheets rendered weekly upon completion of run unless agency specify otherwise.

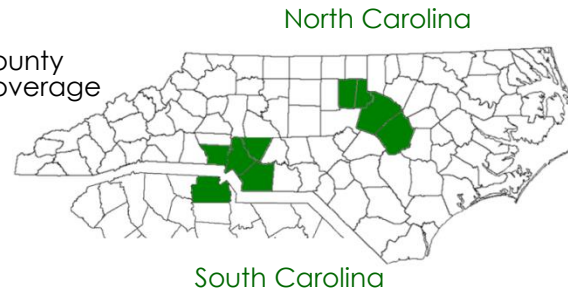
Balance due **30 Days Net** of invoice date. Annual interest rate of **1.5% (with \$5 monthly finance charge)** imposed if past due. Pre-Pay may be required.

Online Pay www.thecharlottepost.com/onlinepay
www.triangletribune.com/onlinepay

Visa, Mastercard, Amex or E-Check.

CIRCULATION By Zip

8 County Coverage



ZIP CODE ONLY (no zoning).

Circulation reflects print copies only
(E-Edition subscribers not included).

DISTRIBUTION METHOD

- 37% Mail via USPS
- 63% Rack/Bulk via Carrier

	Charlotte Post	Triangle Tribune	Total Market
FULL RUN	14,900	6,900	21,800
MAIL	5,445	1,515	6,960
RACK/BULK	9,370	5,325	14,695
In-House	85	60	145

PRIMARY LOCATIONS

- Grocery Stores & Pharmacies
- Convenient Stores
- Branch Libraries
- Hospitals & Health Centers
- Recreational Centers
- Restaurants & Fast Food
- Churches
- Cultural Museums
- Airport

SOURCE:

DistribuTech – Division of Haas Publishing Companies, Inc. 3rd Qtr 2016

Johnson Carrier Service & Subscriber Database 3rd Qtr 2016

	ZIP	MAIL	RACK/ BULK	FULL RUN	
MECKLENBURG	CHARLOTTE				
		28202	330	530	860
		28203	106	250	356
		28204	117	300	417
		28205	212	450	662
		28206	172	180	352
		28208	679	600	1279
		28209	105	250	355
		28210	51	100	151
		28211	68	180	248
		28212	477	200	677
		28213	442	500	942
		28214	16	100	116
		28215	474	550	1024
		28216	685	1230	1915
	28217	193	200	393	
	28221	19	50	69	
	28223	16	150	166	
	28226	64	50	114	
	28201, 28231, 28232				
	28234, 28235, 28236				
	28237, 28297, 28229	87	0	87	
	28256				
	28262	335	300	635	
	28266	12	0	12	
	28269	152	480	632	
	28270	21	50	71	
	28273	54	50	104	
	28277	32	150	182	
	28278	36	200	236	
	CORNELIUS	28031	32	50	82
	HUNTERSVILLE	28078	174	300	474
	MATTHEWS	28104	9	0	9
		28105	55	150	205
	MINT HILL	28227	54	300	354
	PINEVILLE	28134	12	80	92

CABARRUS

	ZIP	MAIL	RACK/ BULK	FULL RUN
CONCORD	28025	4	150	154
	28026	3	50	53
	28027	4	150	154
HARRISBURG	28075	5	0	5
KANNAPOLIS	28081	3	100	103
	28083	2	0	2

GASTON

	ZIP	MAIL	RACK/ BULK	FULL RUN
BELMONT	28012	4	50	54
CRAMERTON	28032	1	50	51
DALLAS	28034	3	50	53
GASTONIA	28052	6	150	156
	28053	6	50	56
	28054	15	0	15
	28056	5	0	5
MOUNT HOLLY	28120	3	50	53

UNION

	ZIP	MAIL	RACK/ BULK	FULL RUN
INDIAN TRAIL	28075	4	100	104
	28079	4	0	4
MONROE	28110	6	0	6
	28112	8	100	108

YORK

	ZIP	MAIL	RACK/ BULK	FULL RUN
FORT MILL	29715	3	120	123
	29707	5	0	5
	29708	1	0	1
ROCK HILL	29730	3	120	123
	29731	4	0	4
	29732	52	100	152

WAKE

	ZIP	MAIL	RACK/ BULK	FULL RUN
RALEIGH	27601	69	375	444
	27603	61	225	286
	27604	107	100	207
	27605	30	75	105
	27606	35	100	135
	27607	32	100	132
	27609	73	275	348
	27610	76	875	951
	27611	20	100	120
	27612	38	125	163
	27613	104	100	204
	27614	39	50	89
	27615	44	50	94
	27616	34	50	84
	27695	62	75	137
APEX	27502	8	25	33
	27523	7	25	32
	27539	8	25	33
CARY	27511	40	50	90
	27513	55	100	155
	27518	8	25	33
FUQUAY VARINA	27526	10	25	35
GARNER	27529	30	100	130
KNIGHTDALE	27545	15	50	65
MORRISVILLE	27560	14	50	64
ROLESVILLE	27571	6	0	6
WAKE FOREST	27587	15	25	450
WENDELL	27591	8	0	8
ZEBULON	27597	6	0	6

DURHAM

	ZIP	MAIL	RACK/ BULK	FULL RUN
DURHAM	27701	133	750	883
	27703	14	50	64
	27704	12	50	62
	27705	41	225	266
	27707	122	650	772
	27713	26	200	226

ORANGE

	ZIP	MAIL	RACK/ BULK	FULL RUN
CHAPEL HILL	27514	37	100	137
	27517	38	50	88
CARRBORO	27510	20	50	70
HILLSBOROUGH	27278	18	25	43