

Most Widely Distributed, African-American Newspaper Group in North Carolina



Effective Thru Dec 2021



2021

DIGITAL & SOCIAL MEDIA

The Charlotte Post Publishing Company, Inc.



The Charlotte Post
"The VOICE Of The Black Community"

The Triangle
TRIBUNE
"The Triangle's Choice For The Black VOICE"

WEB Banners



Our Digital elements offer :

UPGRADED DIGITAL SERVICES

- Professional **WEBSITE** template with **IAB Standard** banner sizes.
- Accessible via **Mobile Devices** (Smartphone, Tablet, etc).
- Online **E-Edition** version of printed newspaper.

INTERACTIVE MULTI-MEDIA ELEMENTS

- Weekly **E-Newsletter** and **Offers & Invites** blast to e-subscribers.
- Access to **Social Media Networks** (Facebook, Twitter, LinkedIn).
- Website features Photo/Video Gallery, Opinion Polls and more.

TARGETED REACH

- Our Digital and Social Media elements allow brand marketers to connect with thousands of **internet savvy, African-American consumers** across the region.
- African-Americans remain at the forefront of social trends and media consumption.



Leaderboard

728 x 90 pixels
1 Slot
Run Of Site

Medium Rectangle

300 x 250 pixels
3 Slots - Sidebar 1, 2 & 3
Run Of Site

Channel

600 x 90 pixels
1 Slot Per Channel (Top)
(Not shown on Home Page)

FILE FORMAT
FILE LOAD SIZE
ROTATION
VIDEO/ANIM

- .PNG, .GIF or .JPEG.
- 40 KB.
- 10-sec (max 15-sec).
- 24 FPS (max 20-sec).

FIXED-POSITION

- \$5 Add-On to listed rate.

WEEKLY CPM RATES (Cost Per 1,000)

	Leader	Med Rect Slot 1 & 2	Med Rect Slot 3	Channel	Mobile	Tablet
	728 x 90	300 x 250	300 x 250	600 x 90	300 x 400	600 x 700
RUN OF SITE	\$ 18	\$ 16	\$ 14	-----	\$ 65/wk	\$ 65/wk
CHANNEL	-----	-----	-----	\$ 10		

Channels: Local, State, Business, Sports, A&E, Life/Religion, Health, Opinion.

OFFERS & INVITES E-Blast

DIRECT ACCESS

Shared weekly e-blast providing direct access to E-subscribers.

INTERACTIVE

Featured content includes contests, promotional offers, videos, links or simply boost visibility of your advertisement.



COST PER BLAST

	Leaderbrd 728 x 90	Rectangle 500 x 150	Cube 180 x 150
POST	\$ 25	\$ 15	\$ 12
TRIBUNE	\$ 15	\$ 12	\$ 10

- FILE FORMAT ■ .PNG, .GIF or .JPEG.
FILE LOAD SIZE ■ 40 KB.

- ROTATION ■ Content rotated weekly.
BLAST ■ Every Tuesday.

Solo Promo E-Blast

COST PER BLAST

POST	\$ 75
TRIBUNE	\$ 55

- Individual promotional e-blast sent on requested blast date.
- Width 500 pixels (height varies).

E-NEWSLETTER E-Blast

COST PER BLAST

POST	\$ 45
TRIBUNE	\$ 25

- Inclusion on weekly e-blast sent every Thursday.
- 500 x 150 pixels.

Weekly E-Subscribers :

POST	TRIBUNE	COMBO
16,092	14,446	30,538

Online E-EDITION Banners



ACCESSIBLE

Access online electronic version of printed newspaper anytime, anywhere... from your office or on-the-go from your mobile device.

NAVIGATE

Easily flip through high resolution pages and click to enlarge text.

SHARE

E-mail articles or post to Social Media sites.

Weekly E-Edition Subscribers:

POST	TRIBUNE	COMBO
7,495	4,245	11,740

WEEKLY COST

	Pop-Up 300 x 300	Recommended Size
POST	\$ 75	
TRIBUNE	\$ 55	

FILE FORMAT ▪ .PNG, .GIF or .JPEG.
FILE LOAD SIZE ▪ 40 KB.

ROTATION ▪ By page flips.
VIDEO/ANIM ▪ 24 FPS (max 20-sec).

SOCIAL Media Blast

CONNECT... FOLLOW... LINK

Social Media networks (Facebook / Twitter / Instagram / LinkedIn).



COST PER BLAST

POST	\$ 55
TRIBUNE	\$ 35

VIDEO Streaming

Video Library on Website

Gray page with scrolling library. Click to play with timer. Facebook, Twitter and YouTube links added. Length: unlimited.

Medium Rectangle on Website

Embedded 300 x 250 slot. Plays automatically. Length: max :60-sec.

FORMAT .WMV, .FLV, .MOV, MPG / MPEG / MP2



Play Video

WEEKLY COST

POST	\$ 75
TRIBUNE	\$ 55