

# The Charlotte Post Publishing Company, Inc.

PO Box 30144, Charlotte, NC 28230 | Ph: 704.376.0496 | Fx: 704.342.2160 | advertising@thecharlottepost.com

## POLITICAL AUTHORIZATION – MECKLENBURG CANDIDATE

This form applies to all elective offices and referendums in North Carolina. Please type, print and sign to authorize.

I, \_\_\_\_\_, hereby purchase  
(Authorized Purchaser)

political-based advertising with The Charlotte Post Publishing Company, Inc. on behalf of or in opposition to

\_\_\_\_\_  
(Specify Candidate, Party or Committee)

### NEWSPAPER \$22.50 pci (Full Color charge waived)

Total Inch \_\_\_\_\_ x Rate **\$22.50** = \$ \_\_\_\_\_ COST PER RUN

Run Date(s) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Cost Per Run \$ \_\_\_\_\_ x Runs \_\_\_\_\_ = \$ \_\_\_\_\_ TOTAL

### DIRECT MAILER \$54.50 cpm (Based on Single Sheet. Pre-produced Mailers ONLY. Size restriction may apply.)

Quantity	<b>5,000</b>	Cost	<b>\$272.50</b>	x Runs	_____	=	\$ _____	TOTAL
	<b>7,500</b>		<b>\$408.75</b>		_____		\$ _____	
	<b>10,000</b>		<b>\$545.00</b>		_____		\$ _____	

### DIGITAL Website 7,605 - Avg Weekly Impressions (Based on 3 month weekly average Feb - Apr.)

Leaderboard	<b>\$75</b>	x Wks	_____	=	\$ _____	TOTAL
Medium Rectangle	<b>\$50</b>		_____		\$ _____	
Video	<b>\$75</b>		_____		\$ _____	

Web Banners are Run-Of-Site with link. 2-week minimal posting.  
All digital services will be discontinued upon completion of the elections.

### Social Media 53,062 - Avg Weekly Impressions (Includes Facebook, Twitter, Instagram and LinkedIn.)

E-Blast **\$75** x Wks \_\_\_\_\_ = \$ \_\_\_\_\_ TOTAL

CAMPAIGN TOTAL (NET) \$ \_\_\_\_\_

AUTHORIZED PURCHASER INITIAL \_\_\_\_\_

The Charlotte Post is solely owned & operated by The Charlotte Post Publishing Company, Inc.

Purchase must be made directly with The Charlotte Post and not through any other newspaper group or publisher association not affiliated with The Charlotte Post Publishing Company, Inc.

### PUBLISH

Every Thursday

### CIRCULATION

Weekly

Printed Copy 14,815  
E-Edition 7,210

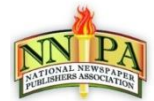
Total Circulation 22,025  
Avg Readership 66,075

### 5 COUNTY

Mecklenburg Gaston  
Cabarrus Union  
York York

### AFFILIATIONS

National Newspaper Publishers Association



North Carolina Press Association



Charlotte Chamber



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## POLICY, COPY & SUBMISSION GUIDELINES

All political-based advertisements that are published by The Charlotte Post Publishing Company, Inc. must adhere to the following policy guidelines:

- Political Authorization Form must be completed and signed by an Authorized Purchaser. Forms will become public record and available during office hours.
- Advertisements must be **PAID IN ADVANCE** by a verifiable source via Check, E-Check or Credit Card (Visa, MasterCard or AMEX). Payment may be processed through our secured online service [www.thecharlottepost.com/onlinepay](http://www.thecharlottepost.com/onlinepay).
- Ad positioning is at the sole discretion of the Publisher based on a first come, first serve basis (*restrictions may apply due to layout, color and size*). Guaranteed positioning is available by request at a surcharge of 15% added to Newspaper Total.
- Disclosures must include (**Paid For By...**). Opposition disclosures must specify (**Advertisement Is Approved By...**) or (**Advertisement Is In Support Of...**). Disclosures must constitute 5% of the total ad space unless advertisement is greater than one page or less than two inches.
- No new issues may be introduced in advertisements after deadlines so that opponent(s) may receive adequate response time before the election.

NEWSPAPER	Size	1 Column	1.667"
		2 Column	3.458"
		3 Column	5.25"
		4 Column	7.042"
		5 Column	8.833"
		6 Column	10.625"
Pre-set sizes provided upon request.			

Deadline	Reserve:	Friday @ 5p prior to run
	Copy:	Monday @ 12n prior to run
	Publish:	Every Thursday

*Creative assistance provided upon request.*

*.PDF format ONLY distilled using Adobe Acrobat (PDFX1a compliant, .JPEG, .TIFF or Vector .EPS with fonts outlined). 4-color CMYK ONLY. Embed all fonts.*

DIRECT MAILER	Size	Maximum	10.5" x 10.75"
		<i>Based on Single Sheet. Size restriction may apply.</i>	
<i>Pre-produced Mailers ONLY. Must be suitable for machine insertion.</i>			

Deadline	Reserve:	8 business days prior to run
	Deliver:	5 business days prior to run
	Hours:	8:00am – 5:00pm

Delivery	Ship To:	<b>Salisbury Post c/o Charlotte Post 131 West Innes Street Salisbury, NC 28144</b>
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DIGITAL	Web	Leaderboard	729x90 pixel
		Medium Rectangle	300x250 pixel
	Video	Medium Rectangle	300x250 pixel
Video Library		Gray Page Scroll	
Social	E-Blast		

Deadline	Reserve:	4 business days prior to Monday
	Materials:	2 business days prior to Monday

*Run of site. Formats .PNG, .GIF or .JPEG. Max file size 40 KB. Rotation :10-sec.*

*Run of site. Video/animation 24 fps. Automatic play. Max length :60-sec.*

*Formats .WMV, .FLV, .MOV or MPG / MPEG / MP2. Click to play. Length unlimited.*

*Includes Facebook, Twitter, Instagram and LinkedIn.*

I have reviewed and will adhere to the Policy, Copy & Submission Guidelines.

AUTHORIZED PURCHASER INITIAL

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## WARRANT, PHOTO & STATEMENT RELEASE

I (We) hereby represent and warrant to The Charlotte Post Publishing Company, Inc., Charlotte, North Carolina (*hereinafter known as "Publisher"*) that:

- I have the authorization and approval, either written or oral, of each of the persons named on this form.
- The Publisher is authorized and approved to publish said names in connection with said advertisement.
- I (We) hereby agree to indemnify and save harmless the Publisher from and against any claim or action, including the expense of defending against same, arising out of or in connection with the publication of the name of any such person.
- I (We) hereby release the Publisher and its employees from any liability incurred in the use of submitted photograph(s) or statement(s) in paid political advertisements in its publication and/or digital services.

ADVERTISING RUN DATE(S): (as listed on Page 1 of Form)

NAME & ADDRESS OF PERSON(S) ISSUING THIS WARRANT & RELEASE: (as listed on Page 3 of Form)

Published Name(s):  Identification/Description:

This release shall be binding on all my survivors and heirs.

## AUTHORIZATION

Name:  Title:   
*Candidate, Treasurer, Campaign Manager, Private Citizen*

Billing Address:  City:  State:  Zip:

Signature:  Date: