



THE CHARLOTTE POST
Publishing Company

THE CHARLOTTE POST PUBLISHING COMPANY

MEDIAKIT

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The Charlotte Post Publishing Company, Inc.
PO Box 30144, Charlotte, NC 28230
PH: 704-376-0496 | **FX:** 704-342-2160

Gerald O. Johnson | *Publisher & CEO*
Robert Johnson | *Co-Publisher*

EDITORIAL

Herbert White | *Editor-In-Chief*
Bonitta Best | *Managing Editor*
Aaliyah Bowden | *Multi-Media Journalist*

PRODUCTION

Patrice L. Johnson | *Graphic Designer*

ADVERTISING

Linda Johnson | *Director of Brand Marketing*
Nichelle Spears | *Marketing & Events Manager*
Tania Johnson | *Account Specialist*
Robert Johnson | *Circulation*

RATES

Rate Card

CHARLOTTE POST

Open Rate							
	Width in inches	Height in inches	Columns	Column inches	Rate	B&W Cost	Color Cost
Full page	9.946	20.7500	6	124.50	\$38.00	\$4,731.00	\$5,727.00
Half page	9.946	10.3750	6	62.25	\$38.00	\$2,365.50	\$2,863.50
Quarter page	4.92	10.3750	3	31.13	\$38.00	\$1,182.75	\$1,431.75
Eighth page	4.92	5.1875	3	15.56	\$38.00	\$591.38	\$715.88

TRIANGLE TRIBUNE

Open Rate							
	Width in inches	Height in inches	Columns	Column inches	Rate	B&W Cost	Color Cost
Full page	9.946	20.7500	6	124.50	\$30.00	\$3,735.00	\$4,731.00
Half page	9.946	10.3750	6	62.25	\$30.00	\$1,867.50	\$2,365.50
Quarter page	4.919	10.3750	3	31.13	\$30.00	\$933.75	\$1,182.75
Eighth page	4.919	5.1875	3	15.56	\$30.00	\$466.88	\$591.38

TOTAL MARKETS (COMBO)

Open Rate							
	Width in inches	Height in inches	Columns	Column inches	Rate	B&W Cost	Color Cost
Full page	9.946	20.7500	6	124.50	\$60.00	\$7,470.00	\$8,466.00
Half page	9.946	10.3750	6	62.25	\$60.00	\$3,735.00	\$4,233.00
Quarter page	4.919	10.3750	3	31.13	\$60.00	\$1,867.50	\$2,116.50
Eighth page	4.919	5.1875	3	15.56	\$60.00	\$933.75	\$1,058.25



Frequency Rates

CHARLOTTE POST

Frequency 6+							
	Width in inches	Height in inches	Columns	Column inches	Rate	B&W Cost	Color Cost
Full page	9.946	20.7500	6	124.50	\$36.86	\$4,589.07	\$5,585.07
Half page	9.946	10.3750	6	62.25	\$36.86	\$2,294.54	\$2,792.54
Quarter page	4.919	10.3750	3	31.13	\$36.86	\$1,147.27	\$1,396.27
Eighth page	4.919	5.1875	3	15.56	\$36.86	\$573.63	\$698.13

TRIANGLE TRIBUNE

Frequency 6+							
	Width in inches	Height in inches	Columns	Column inches	Rate	B&W Cost	Color Cost
Full page	9.946	20.7500	6	124.50	\$29.10	\$3,622.95	\$4,618.95
Half page	9.946	10.3750	6	62.25	\$29.10	\$1,811.48	\$2,309.48
Quarter page	4.919	10.3750	3	31.13	\$29.10	\$905.74	\$1,154.74
Eighth page	4.919	5.1875	3	15.56	\$29.10	\$452.87	\$577.37

TOTAL MARKETS (COMBO)

Frequency 6+							
	Width in inches	Height in inches	Columns	Column inches	Rate	B&W Cost	Color Cost
Full page	9.946	20.7500	6	124.50	\$58.20	\$7,245.90	\$8,241.90
Half page	9.946	10.3750	6	62.25	\$58.20	\$3,622.95	\$4,120.95
Quarter page	4.919	10.3750	3	31.13	\$58.20	\$1,811.48	\$2,060.48
Eighth page	4.919	5.1875	3	15.56	\$58.20	\$905.74	\$1,030.24

SPONSORSHIPS



THE CHARLOTTE POST | TRIANGLE TRIBUNE

Starting at \$750.00

Seminar and Workshops
*Including Wellness Series, Women's Health and
Men's Health Month*

Financial Literacy Series

Lunch and Learn

Community Outreach Initiatives

Newsletter Title Sponsor

THE CHARLOTTE POST FOUNDATION

Top Senior Magazine

Top Seniors Recognition Program -

Starting at \$1,000

The Post Gala - *Starting at \$1,250*

The Post Golf Tournament - *Starting at \$1,200*

Black Lives Matter Charlotte Forums -

Starting at \$500

Our MISSION

Remain a trusted media resource supporting the progression of the African-American community. Provide comprehensive and impactful editorial content from a Black perspective.

Increase awareness and support of community-based issues and initiatives that impact and influence African-American lifestyles.

Connect brand marketers to our affluent, ethnic-based consumer marketplace through multi-channel marketing platforms.

About TCPPC

Minority owned and operated, The Charlotte Post Publishing Company, Inc. (TCPPC) has served as a dominant force in educating, empowering and enlightening African-American communities throughout our 8 County Coverage Area in North Carolina and upstate South Carolina since 1878.

TCPPC upholds our commitment to maintain professional publications and layout, original creative ad designs, impactful editorial content, and multi-channel marketing solutions. As a trusted media resource, TCPPC is positioned as a leading provider of diversified news, information and entertainment from a Black Perspective.

JOURNALISM

TCPPC's award-winning journalists publish comprehensive and impactful editorial content that is progressive, thought-provoking, community involved, culturally aware, and socially engaged. Our dedication to the social, economic and political empowerment of African-Americans has earned national recognition and awards.

PRINT MEDIA SERVICES

TCPPC offers a multi-channel network of print, digital, and social media marketing platforms. Our experienced sales professionals can provide proficient solutions that connect brand marketers to our affluent, ethnic-based consumer marketplace.

Our AFFILIATES

The Charlotte Post and The Triangle Tribune are solely owned & operated by TCPPC and not by any other newspaper group or publisher association.



TCPPC OVERVIEW

THE CHARLOTTE POST

5118 Princess Street
Charlotte, NC 28269

PH: 704-376-0496 | FX: 704-342-2160

Website: thecharlottepost.com

E-Edition: thecharlottepostnewspaper.com

Facebook: [thecharlottepost](https://www.facebook.com/thecharlottepost)

Twitter: [@thecharpost](https://twitter.com/thecharpost)

LinkedIn: [charlotte-post-newspaper](https://www.linkedin.com/company/charlotte-post-newspaper)

Instagram: [@thecharlottepost](https://www.instagram.com/thecharlottepost)

Snapchat: [thecharpost](https://www.snapchat.com/add/thecharpost)

Publish

THURSDAY | Weekly
Single Copy \$1.50

Subscribe:

6 Month \$35.00
1 Year \$65.00 (Include E-Edition)

Circulation:

Mail	5,445	Weekly
Rack / Bulk	9,370	Weekly
E-Edition	7,210	Weekly

Circulation	22,025	Weekly
Readership	66,075	Weekly

Markets 5 Counties MECKLENBURG,
CABARRUS, GASTON, UNION, YORK

TRIANGLE TRIBUNE

5006 Southpark Drive Ste 200-G
Durham, NC 27713

PH: 919-688-9408 | FX: 919-688-2740

Website: triangletribune.com

E-Edition: triangletribunenewspaper.com

Facebook: [triangletribune](https://www.facebook.com/triangletribune)

Twitter: [@tritribune](https://twitter.com/tritribune)

LinkedIn: [triangle-tribune-newspaper](https://www.linkedin.com/company/triangle-tribune-newspaper)

Instagram: [@triangletribune](https://www.instagram.com/triangletribune)

Snapchat: [triangletribune](https://www.snapchat.com/add/triangletribune)

Publish

SUNDAY | Weekly
Single Copy \$1.00

Subscribe:

6 Month \$30.00
1 Year \$65.00 (Include
E-Edition)

Circulation:

Mail	1,515	Weekly
Rack / Bulk	5,325	Weekly
E-Edition	4,022	Weekly

Circulation	10,862	Weekly
Readership	32,586	Weekly

Markets 3 Counties
WAKE, DURHAM, ORANGE

TOTAL MARKET

Publish

THURSDAY & SUNDAY

Circulation

Mail	6,960
Rack / Bulk	14,695
E-Edition	11,232
Circulation	32,887
Readership	98,661

Markets 8 Counties

MECKLENBURG, CABARRUS, GASTON, UNION,
YORK, WAKE, DURHAM, ORANGE

READER DEMOGRAPHIC

Largest African American Metro Area in the U.S.

	AA Market	% Market
13th Charlotte	542,050	22%
36th Raleigh-Durham	1,256,074	20%

North Carolina ranked 9th Largest AA Populated State in the U.S. with an estimated 2,448,077 (24% of total NC population).
2017 American Community Survey, Blackdemographics.com
Census Bureau 2010-2014 Survey 5-Year Estimates

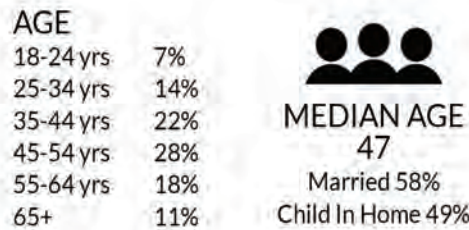
North Carolina ranked 6th Most Visited State in the U.S., making Tourism one of its largest industries. In 2014, domestic visitor spending generated \$21.3 Billion, supported 204,909 jobs, and contributed \$1.7 Billion in state/local tax.
Economic Development Partnership of NC 2016 | Visit NC

Charlotte is the 2nd Largest Financial Center in the nation, behind New York. Headquarters to Bank of America (largest) and Wells Fargo (4th largest) bank holdings.
Charlotte Chamber of Commerce 2018

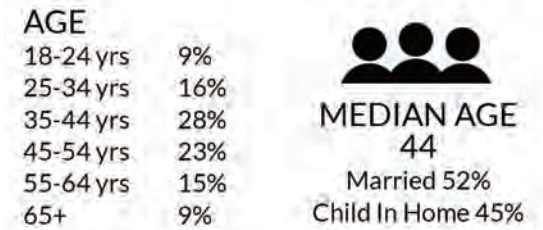
AA income growth rates outpaced non-Hispanic Whites at every annual household income level above \$60,000. Largest increase occurred in households earning over \$200,000 (138% increase compared to total population increase of 74%). Black college enrollment jumped 70.9%, exceeding Whites and Hispanics. Black high school grad rates rose 70%, outpacing the growth for all students nationally.

Nielsen Company "Increasingly Affluent, Educated & Diverse: African-American Consumers" Report 2015

CHARLOTTE POST



TRIANGLE TRIBUNE



RATE CARD

ROP RATE CARD - LOCAL

Effective through December 2022.
Non-commissionable. Mark up to 15% for Agency Commission.

COLOR CHARGE

Full Color \$8 pci
Spot Color \$2 pci/color

Ad Creative assistance available upon request.

INCENTIVES (may include if applicable):

- Digital E-Edition version of print copy.
- Banner inclusion on website and e-blast.
- Exposure on Social Media networks.

INSERTION ORDERS

Signed insertion order required. Frequency and ad size discounts apply. 10 Day Written Notice for cancellations.

GUARANTEED POSITION

Mark up 25% for guaranteed positioning. Restrictions may apply.

TOTAL MARKET COVERAGE DISCOUNT

\$4 discount applied to combined rate for TMC purchase.

CHARLOTTE POST

Frequency

Ad Size	Up to 56"	60"+
PCI: Per column inch		
OPEN	\$38.00	\$38.00
6X	\$36.86	\$36.86
13X	\$36.86	\$36.86
26X	\$36.86	\$36.86
52X	\$36.86	\$36.86

TRIANGLE TRIBUNE

Frequency

Ad Size	Up to 56"	60"+
PCI: Per column inch		
OPEN	\$30.00	\$30.00
6X	\$29.10	\$29.10
13X	\$29.10	\$29.10
26X	\$29.10	\$29.10
52X	\$29.10	\$29.10

TOTAL MARKET

Frequency

Ad Size	Up to 56"	60"+
PCI: Per column inch		
OPEN	\$60.00	\$60.00
6X	\$58.20	\$58.20
13X	\$58.20	\$58.20
26X	\$58.20	\$58.20
52X	\$58.20	\$58.20

CLASSIFIED

Display \$20.00 PCI
Verbiage \$1.50/word
(\$20 minimum)
Legal \$15.00
Affidavit \$5.00

CLASSIFIED

Display \$15.00 PCI
Verbiage \$1.25/word
(\$15 minimum)
Legal \$12.00
Affidavit \$5.00

CLASSIFIED

Display \$30.00 PCI
Verbiage \$2.50/word
(\$20 minimum)
Legal \$25.00



ROP SPECIFICATIONS

COLOR

4-color CMYK ONLY. Do not use RGB, Spot or pantone. Convert all colors to CMYK and all images for Black/White ads to grayscale. All black type 100% K and 0% CMYK. Do not use a built black (CMYK Black) for text or graphics.

TEXT

Embed all fonts. Missing or non-embedded fonts will be replaced. Do not use True Type fonts.

Printing Tones is 85 DPI. Smallest dot to produce a controlled printed density is 10% (maximum 280%). No less than 6 pt. boldface. Avoid lightweight, fine serif type if printing on a colored background. Surprinted or reverse rule lines should be at least 1 pt.

TRANSFER METHODS

Adsend: ID NCCCP
Ad Transit: NC01648
Email: info@virtualillustrations.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/onlnpay
www.triangletribune.com/onlnpay
Visa, Mastercard, Amex or E-Check.

DIMENSIONS:

BROADSHEET: COLUMN INCH

Live:	10.625" W x 20.75" H
1	1.667"
2	3.458"
3	5.250"
4	7.042"
5	8.833"
6	10.625"

Double Truck	22.125"
Screen Size	90 line
Print Process	Offset
Gutter	.125"

BROADSHEET: PRE-SET DIMENSIONS

FULL

9.946"W x 20.75"H

HALF

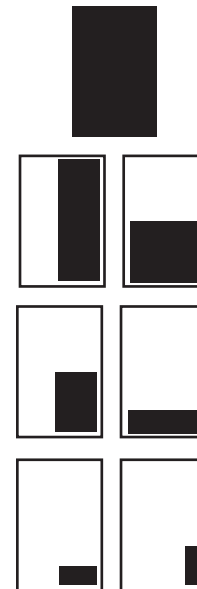
Vertical 4.919"W X 20.75"H
Horizontal 9.946"W x 10.375" H

QTR

Vertical 4.919"W X 10.375"H
Horizontal 8.273"W x 6.225" H

EIGHTH

Square 4.919"W X 5.1875"H
Horizontal 3.242"W x 7.78125" H



CLASSIFIEDS:

Column Inch

1	1.069"
2	2.264"
3	3.458"
4	4.653"
5	5.847"
6	7.042"
7	8.236"
8	9.431"
9	10.625"

TABLOID:

Live:	10.625" W x 11" H
Full	10.069" W x 10.375" H
Half (VRT)	4.972" W x 10.375" H
Half (HRZ)	10.069" W x 5.0625" H
Qtr	4.972" W x 5.0625" H
Eighth	4.972" W x 1.625" H

DEADLINES:

	POST	TRIBUNE
Reserve	Fri @ 5p	Tues @5p
Ad Copy	Tues @12n	Wed @ 5p
Publish	Thursday	Sunday

FORMAT

Acceptable Programs:

Adobe Photoshop, Adobe Illustrator, QuarkXpress, Adobe Acrobat

Avoid documents with multiple embedded layers. Word or publisher documents not accepted. **Ads must be flattened and fonts outlined before sending.**

PREPRINT INSERT & FRONT PAGE AD NOTE

Effective through Dec 2022. 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	TMC
FULL RUN	14,900	6,900	21,800
MAIL	5,445	1,515	6,960
RACK/BULK In-House	9,370 85	5,325 60	14,695 145
MINIMUM QTY	5,500	3,500	9,000

Preprint INSERT

ONLY PRE-PRODUCED MATERIALS ACCEPTED. Minimum quantity required. Minimum size 8" x 11".

CPM: Cost Per 1,000
Insert Size

	Open	6X	13x Frequency	26x	52x
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 + Must contact Marketing Rep for rate.

Front Pg AD NOTE

PREMIUM PLACEMENT on Front Pg (only 1 per edition).
ONLY PRE-PRODUCED MATERIALS ACCEPTED.
Minimum quantity required. Minimum size 3" x 3".

CPM: Cost Per 1,000
Insert Size

	Open	6X	13x Frequency	26x	52x
	\$ 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.

PREPRINT SPECIFICATIONS

	POST	TRIBUNE
Reserve	8 business days prior to run date.	
Ad Copy	5 business days prior to run date.	
Publish	Thursday	Sunday

DELIVERY

Deliver: Charlotte Post - Triangle Tribune c/o 2051
East 5th St
Winston Salem, NC
Attn: Winfred Mention

Hours: Tel. 704.202.120
Contact: 8:00am – 5:00pm Eastern

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: info@virtualillustrations.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 \$10 monthly finance charge) imposed if past due. Pre-Pay may be required.

Online Pay: www.thecharlottepost.com/onlnpay
www.triangletribune.com/onlnpay
Visa, Mastercard, Amex or E-Check

CIRCULATION BY ZIP

ZIP CODE ONLY (no zoning).

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

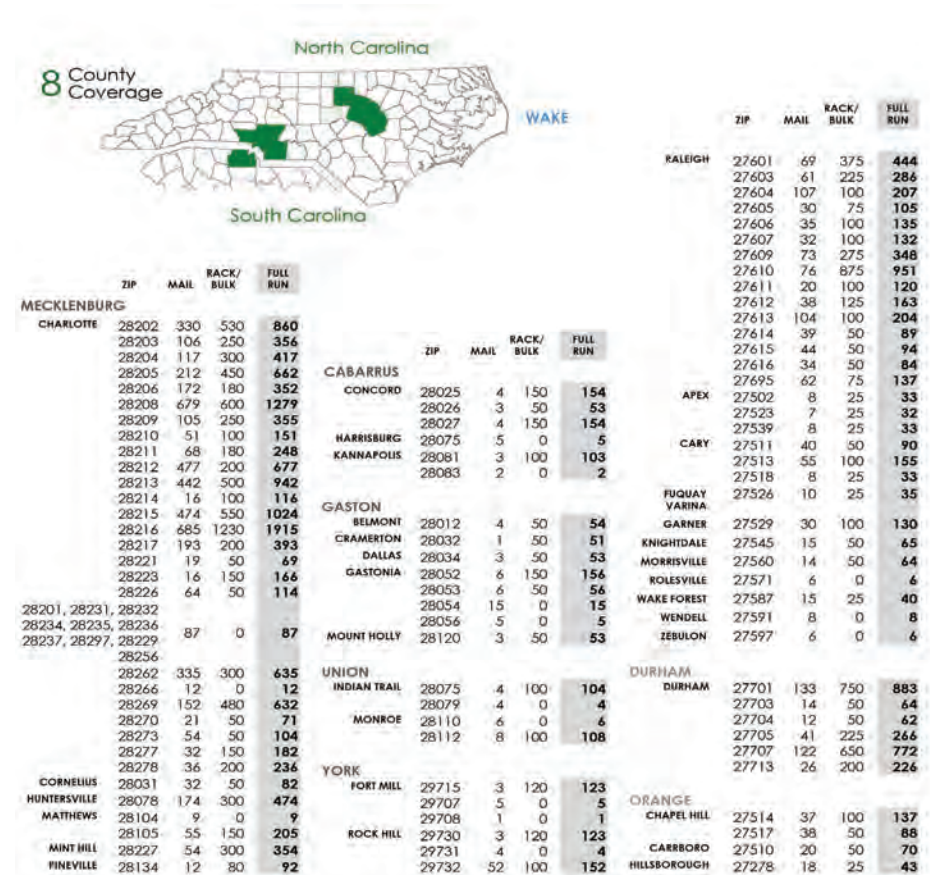
DISTRIBUTION METHOD

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

	Charlotte Post	Triangle Tribune	TMC
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 and Pharmacies
- Convenience Stores
- Branch Libraries
- Hospitals and Health Centers
- Recreational Centers
- Restaurants and Fast Food
- Churches
- Cultural Museums
- Airport



PREMIUM FEATURES

Front Pg BUSTER | AD STRIP PRESENTER OF EDITION

EXCLUSIVE PREMIUM FRONT PAGE.
POSITION on left side or across bottom.



Section HEADER | FOOTER PRESENTER OF SECTION

EXCLUSIVE PREMIUM
POSITION on top right corner or bottom of section
(Sports, Life or A&E).



ADVERTORIAL

Ad displayed in ARTICLE FORMAT. Must include
'Paid Advertisement' or 'Sponsored Content'
disclosure.



Frequency discount may apply. Must check date availability. Ad Copy assistance available upon request.

Ad Copy assistance available upon request.

Cost Per Run w/ 4C	Post	Tribune	TMC
Pg Buster 2" Col x 17"	\$ 3,128	\$ 2,584	\$ 5,140.80
Ad Strip 6" Col x 2"	\$ 1,104	\$ 912	\$ 1,814.40
Header 4" Col x 2"	\$ 736	\$ 608	\$ 1,209.60
Footer 6" Col x 2"	\$ 904	\$ 712	\$ 1,454.40
WKLY IMPRESSION	111,510	39,920	151,430

PCI w/ 4C	Post	Tribune	TMC
Advertorial	\$ 20.00	\$ 15.00	\$ 30.00

- INCENTIVE (may include if applicable)
- Digital E-Edition version of print copy.
 - Banner inclusion on website and e-blast (channel).
 - Exposure on Social Media (Facebook, Twitter, Instagram, TikTok & LinkedIn).

- INCENTIVE (may include if applicable)
- Digital E-Edition version of print copy.
 - Banner inclusion on website and e-blast (channel).

ADVERTISERS/SPONSORS

AARP
Action NC
AmeriHealth
Amtrak
AT&T
Atrium Health
Bank of America
Bank of Ozark
Black Dollar
Blue Cross Blue Shield of North Carolina
Blumenthal Performing Arts
Capital Bank
Carolina Panthers
Central Piedmont Community College
Charlotte Mecklenburg Library
Chevrolet
CIAA
Coca Cola
DHIC
Dominion Energy
Dreamkey Partners
Duke Energy
Duke University
Durham County
Fayetteville State University
Fifth Third Bank
Food Lion
Foundation for the Carolinas
Ford
George Mason Mortgage
GM
Google
The Home Depot
Johnson C. Smith University
Kia
Lincoln University
Livingstone College
Macy's
McDonald's
NC Central University
NC Community College
NC Democrats
North Carolina Health and Human Services
NC Education Lottery
NC Transportation Museum
NC Warn
North State Bank
Novant Health
Olive Garden
Outback Steakhouse
Pepsi
PNC Bank
PSNC Energy
Publix
Red Lobster
Rooms to Go
South State Bank
Spectrum
St. Augustine's University
Target
Town of Carrboro
Towne Bank
Truist
UNC Charlotte
U.S. Health and Human Service
Verizon
Visit NC
Walgreens
Wells Fargo
Windstream
Wingate University
Winston Salem State University
WUNC Public Radio