

The Charlotte Post Publishing Company

2026 MEDIA KIT



THE CHARLOTTE POST
Publishing Company

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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*
Andre P. Johnson | *Chief Operations Officer*

EDITORIAL

Herbert White | *Editor-In-Chief*
Bonitta Best | *Managing Editor*
Cameron Williams | *Multi-Media Journalist*

PRODUCTION

Patrice L. Johnson | *Graphic Designer*

ADVERTISING

Linda Johnson | *Director of Brand Marketing*
Tania Johnson | *Account Specialist*
Robert Johnson | *Circulation*

RATES

ROP RATE CARD - LOCAL

Effective until further notice.
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.

CLASSIFIED

Display \$25.00 PCI
Verbiage \$1.50/word
(\$25 minimum)
Legal \$20.00
Affidavit \$10.00

CLASSIFIED

Display \$20.00 PCI
Verbiage \$1.25/word
(\$20 minimum)
Legal \$15.00
Affidavit \$10.00

CLASSIFIED

Display \$40.00 PCI
Verbiage \$2.50/word
(\$40 minimum)
Legal \$40.00

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	4.919	10.3750	3	31.13	\$38.00	\$1,182.75	\$1,431.79
Eighth page	4.919	5.1875	3	15.56	\$38.00	\$591.38	\$715.86

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. (TCPCC) 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. TCPCC 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, TCPCC is positioned as a leading provider of diversified news, information and entertainment from a Black Perspective.

JOURNALISM

TCPCC'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

TCPCC 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 TCPCC and not by any other newspaper group or publisher association.



A few of our sponsors include:



THE CHARLOTTE POST

5118 Princess Street
Charlotte, NC 28269

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

Website: <https://thecharlottepost.com>
E-Edition: <https://thecharlottepostnewspaper.com>
Facebook: thecharlottepost
Twitter: @thecharpost
LinkedIn: charlotte-post-newspaper
Instagram: @thecharlottepost
Snapchat: 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 4,497 Subscribers

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: <https://triangletribune.com>
E-Edition: <https://triangletribunenewspaper.com>
Facebook: triangletribune
Twitter: @tritribune
LinkedIn: triangle-tribune-newspaper
Instagram: @triangletribune
Snapchat: 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 1,592 Subscribers

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

North Carolina ranked 6th Largest AA Populated State in the U.S. with an estimated 2,140,217 (22% of total NC population).

2020 Census, Office of State Budget and Management

North Carolina ranked 20th Most Visited State in the U.S., making Tourism one of its largest industries. In 2022, domestic visitor spending generated \$33.3 Billion, supported 204,909 jobs, and contributed \$1.7 Billion in state/local tax.

Economic Development Partnership of NC 2022 | Visit NC

Charlotte is the 2nd Largest Financial Center in the nation, behind New York. Headquarters to Bank of America (2nd largest) and Wells Fargo (3rd largest) bank holdings.

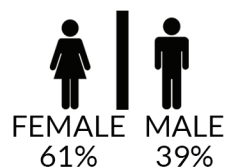
Federal Reserve Statistical Release November 2023

Nationally, the median African-American household income is \$38,555. In Raleigh the median income for AA residents is \$49,400 while in Charlotte it's \$42,100. The high school graduation rate of AA in North Carolina is 84% which is up .6% from last year. Postsecondary enrollment for AA in North Carolina is 38%.

NC Department of Public Instruction 2023

CHARLOTTE POST

PRINT AUDIENCE



AGE	
18-24 yrs	3%
25-34 yrs	15%
35-44 yrs	29%
45-54 yrs	30%
55-64+ yrs	23%



HOUSEHOLD INCOME

Average HH Income \$94k

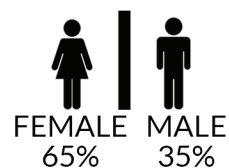
\$150K+	21%
\$100-\$149K	34%
\$75-\$99K	32%
\$50-\$74K	8%
\$25-\$49K	5%



EDUCATION

Advance Degree	29%
College Grad	48%
High School Grad	15%
Unknown	8%

ONLINE AUDIENCE



AGE	
18-24 yrs	8%
25-34 yrs	27%
35-44 yrs	30%
45-54 yrs	24%
55-64+ yrs	11%



HOUSEHOLD INCOME

Average HH Income \$78k

\$150K+	12%
\$100-\$149K	31%
\$75-\$99K	39%
\$50-\$74K	12%
\$25-\$49K	6%



EDUCATION

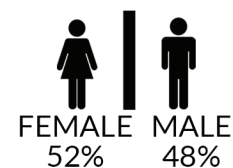
Advance Degree	16%
College Grad	51%
High School Grad	22%
Unknown	11%

Largest African American Metro Area in the U.S.

AA Market		% Market
13th	Charlotte MSA	581,927 22%
38th	Raleigh-Durham MSA	420,957 21%

TRIANGLE TRIBUNE

PRINT AUDIENCE



AGE	
18-24 yrs	5%
25-34 yrs	16%
35-44 yrs	29%
45-54 yrs	28%
55-64+ yrs	22%



HOUSEHOLD INCOME

Average HH Income \$90k

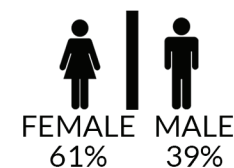
\$150K+	17%
\$100-\$149K	24%
\$75-\$99K	39%
\$50-\$74K	12%
\$25-\$49K	8%



EDUCATION

Advance Degree	29%
College Grad	48%
High School Grad	15%
Unknown	8%

ONLINE AUDIENCE



AGE	
18-24 yrs	3%
25-34 yrs	28%
35-44 yrs	35%
45-54 yrs	21%
55-64+ yrs	13%



HOUSEHOLD INCOME

Average HH Income \$84k

\$150K+	12%
\$100-\$149K	28%
\$75-\$99K	32%
\$50-\$74K	22%
\$25-\$49K	6%



EDUCATION

Advance Degree	16%
College Grad	51%
High School Grad	22%
Unknown	11%

Source: TCPPC Reader Demographic Survey 2020 (subscriber and non-subscriber).

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

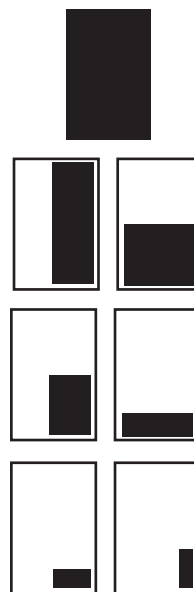
Vertical 4.919"W X 20.75"H
Horizontal 9.946"W x 10.375" H

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	14,815	6,990	21,805
MAIL	5,445	1,615	7,060
RACK/BULK In-House	9,370 85	5,375 60	14,745 145
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
Bristol Herald Courier
2120 Tech Ln.
Bristol, Tennessee 37620
Attn: Winfred Mention

Hours: 8:00am – 5:00pm Eastern

Contact: 704.202.1204

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

The Charlotte Post

COUNTY	AUDIENCE
MECKLENBURG	13,271
CABARRUS	471
GASTON	443
YORK	222
UNION	408
TOTAL	14,815

PRIMARY LOCATIONS

- Grocery stores and Pharmacies
- Convenience Stores
- Branch Libraries
- Hospitals and Health Centers
- Recreational Centers
- Restaurants and Fast Food
- Churches
- Cultural Museums

Zip	Mail	Rack/Bulk	Full Run	Zip	Mail	Rack/Bulk	Full Run
Mecklenburg				Cabarrus			
28202	330	530	860	28025	4	150	154
28203	106	250	356	28026	3	50	53
28204	117	300	417	28027	4	150	154
28205	212	450	662	28075	5	0	5
28206	172	180	352	28081	3	100	103
28208	679	600	1279	28083	2	0	2
28209	105	250	355	Gaston			
28210	51	100	151	28012	4	50	54
28211	68	180	248	28032	1	50	51
28212	477	200	677	28034	3	50	53
28213	442	500	942	28052	6	150	156
28214	16	100	116	28053	6	50	56
28215	474	550	1024	28054	15	0	15
28216	685	1230	1915	28056	5	0	5
28217	193	200	393	28120	3	50	53
28221	19	50	69	Union			
28223	16	150	166	28075	4	100	104
28226	64	50	114	28079	4	0	4
28229	87	0	87	28010	6	0	6
28262	335	300	635	28012	8	100	108
28266	12	0	12	York			
28269	152	480	632	29707	5	0	5
28270	21	50	71	29708	1	0	1
28273	54	50	104	29715	3	120	123
28277	32	150	182	29730	3	120	123
28278	36	200	236	29731	4	0	4
28031	32	50	82	29732	52	100	152
28078	174	300	474				
28104	9	0	9				
28105	55	150	205				
28227	54	300	354				
28134	12	80	92				

CIRCULATION BY ZIP

Trangle Tribune

COUNTY	AUDIENCE
WAKE	4369
DURHAM	2283
ORANGE	338
TOTAL	6,990

PRIMARY LOCATIONS

- Grocery stores and Pharmacies
- Convenience Stores
- Branch Libraries
- Hospitals and Health Centers
- Recreational Centers
- Restaurants and Fast Food
- Churches
- Cultural Museums

Zip	Mail	Rack/Bulk	Full Run	Zip	Mail	Rack/Bulk	Full Run
Wake				Durham			
27601	69	375	444	27701	133	750	883
27603	61	225	286	27703	14	50	64
27604	107	100	207	27704	22	50	72
27605	30	75	105	27705	41	225	266
27606	35	100	135	27707	122	650	772
27607	32	100	132	27713	26	200	226
27609	73	275	348	Orange			
27610	76	875	951	27514	37	100	137
27611	20	100	120	27517	38	50	88
27612	38	125	163	27510	20	50	70
27613	104	100	204	27278	18	25	43
27614	39	50	89				
27615	44	50	94				
27616	34	50	84				
27695	62	75	137				
27502	8	25	33				
27523	7	25	32				
27539	8	25	33				
27511	40	50	90				
27513	55	100	155				
27518	8	25	33				
27526	10	25	35				
27529	30	100	130				
27545	105	100	205				
27560	14	50	64				
27571	6	0	6				
27587	15	25	40				
27591	8	0	8				
27597	6	0	6				

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.

Cost Per Run w/ 4C	Post	Tribune	TMC
Pg Buster 2" Col x 17"	\$ 2,189.60	\$1,570.80	\$ 3,236.80
Ad Strip 6" Col x 2"	\$ 515.20	\$369.60	\$761.60
Header 4" Col x 2"	\$ 772.80	\$554.40	\$1,142.40
Footer 6" Col x 2"	\$ 772.80	\$554.40	\$1,142.40

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).

Ad Copy assistance available upon request.

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).