

MEDIA KIT

WINTER 2012

C^{THE CARRBORO} CITIZEN

Carrboro • Chapel Hill

Pittsboro • Hillsborough • Saxapahaw

Your Local Newspaper Since 2007

The Carrboro Citizen

Media Kit 2012



The Citizen is a locally-owned weekly newspaper, established in March 2007. 7000 copies are distributed free every Thursday, throughout Carrboro, Chapel Hill, Hillsborough Pittsboro and Saxapahaw. *The Citizen* delivers your advertising message to one of the South's most vibrant communities.

MILL is a monthly publication of *The Citizen*, covering the arts, music, literature, food & dining, and other ways we enjoy ourselves in and around Carrboro. Mill is inserted into the full run of *The Citizen* (7000 copies) at the beginning of each month.

DISTRIBUTION

The Citizen is distributed free in racks. Current press run (as of January 2012) is 7000. About 6000 papers are racked each week in and around downtown Carrboro (zip 27510) and Chapel Hill (27514 / 27516 / 27517.) The remaining papers are distributed in and around Hillsborough (27278), Pittsboro (27312) and Saxapahaw (27340.) More detailed distribution information is available from our Advertising Director at 919-942-2100 or ads@carrborocitizen.com.

Inside The Citizen:

NEWS

- Local news, feature stories and briefs

FEATURES

- Music, arts and entertainment
- "Flora" gardening column
- "Recently" local human-interest column
- Weekend weather
- "A Thousand Words" column
- Puzzles and crossword
- What's new at the Farmer's Market

COMMUNITY

- Community calendar & briefs
- Weddings, obituaries, births
- Pets for adoption

OPINION

- Letters & commentary

BUSINESS

- Business news & briefs

SCHOOLS

- School features, news & briefs
- Lunch menu

SPORTS

- Photos, features and columns

REAL ESTATE

- Featured property
- Real estate classifieds & ads

INSIDE MILL:

- Art Notes & Music Spotlights
- Music, Art, Literature, Theater & Dance calendars
- Ross's Almanac
- "Fauna" local wildlife column
- "The Eater" dining column
- "Hop Line" beer column
- "Taste of the Town" recipe from a local chef
- "The Reader" book feature
- "Caught On Film" column
- "Gimme 5" music feature

Why advertise with us?

A MUST TO REACH THE CARRBORO/CHAPEL HILL MARKET

The Citizen saturates the Carrboro/Chapel Hill market, and is also distributed at select points in Hillsborough, Pittsboro, Saxapahaw and along major thoroughfares in between. As of January 2012 we have approximately 175 pick-up locations, and we add more every week. We are an absolute must for any advertiser who wants to reach Carrboro, Chapel Hill and the surrounding area.

COMMITMENT TO QUALITY

We at *The Citizen* take pride in what we do and are committed to the highest standards in community journalism, photography, editing, layout and production. We also strive to have the best-looking newsprint publication in the market; our print clarity and color registration are second to none.

LOCAL, LOCAL, LOCAL

The Citizen is locally owned and operated. We focus on Carrboro, Chapel Hill and the surrounding area, providing in-depth local coverage from within the community itself.

THE WEEKEND “TIP SHEET”

Area residents look to each Thursday's *Citizen*, and the monthly issue of Mill, as a quick guide to what's going on in town the coming weekend: music, arts, dining and culture. We're essential for getting local families and couples out to your event.

WE'RE GROWING

Community newspapers across America are thriving. *The Citizen* began publication in March 2007, and we couldn't be more pleased with the response. Our distribution has increased **40 %** since then, and we continue to grow. Hundreds of businesses have advertised with us, and we hope you'll consider doing the same.

ABOUT OUR COMMUNITY AND OUR READERS

Carrboro and Chapel Hill are home to the University of North Carolina and UNC Hospitals and are located just a few miles from Durham, Raleigh and Research Triangle Park. The towns of Hillsborough, Pittsboro and Saxapahaw are also nearby.

Our community is part of one of the South's most diverse and educated markets. But Carrboro/Chapel Hill is much more than just a university community; besides students, educators and administrators, our population consists of professionals, healthcare providers, blue-collar workers and retirees.

Our readers are active and engaged. They follow local news and events as well as food trends, music and the arts, and take part in civic affairs. They're interested in politics and vote regularly. They tend to be highly educated and influential in the local business community. They are Internet-savvy and embrace technology, yet are still in touch with nature and environmental causes. Our newspaper serves a community that's like a large urban area in a lot of ways, but like a small town in others. That balance is one of the primary reasons people from across the nation are drawn to our community.

PRINT ADVERTISING RATES

Media Kit 2012

EFFECTIVE 1/1/2012 All rates are net (non-commissionable.)

CITIZEN ADVERTISING RATES

OPEN RATE: \$9.55 PER COLUMN INCH

VOLUME DISCOUNTS PER COLUMN INCH:

	45"	90"	180"	300"	600"	1200"	2400"
13 weeks	8.65	8.30	8.00	7.70	7.40	7.10	-
26 weeks	8.95	8.65	8.30	8.00	7.70	7.40	7.10
52 weeks	9.25	8.95	8.65	8.30	8.00	7.70	7.40

FULL PAGE DISCOUNT: \$995 COLOR / \$875 BW

COLOR RATES

Up to 25 column inches: **add \$45** 26-75 column inches: **add \$90**
76 column inches and larger: **add \$130**

POLITICAL ADVERTISING

All political advertising is at open rate (\$9.55 per column inch) and must be paid in advance. Political ads must display the name of the individual or group authorizing the ad.

ASSOCIATION RATE / NONPROFIT RATE

\$8.95 per column inch. Available to merchants' associations, nonprofit organizations and public agencies.

PREPRINT INSERTIONS

SINGLE SHEET: \$60/m 4 PAGE: \$80/m 10 PAGE: \$100/m 18 PAGE: \$120/m
26 PAGE AND UP: Ask for quote. Deadlines: space reservation 14 days out, materials 10 days out. Materials must meet our technical requirements and should be shipped directly to our printer at 514 United Drive, Durham NC 27713. Call us for more info on preprints.

CLASSIFIED ADVERTISING

Classified liner ads are \$5/week for the first 15 words and an additional 35 cents per word thereafter. A color photo adds \$9/week. Other upgrades are available. Place your own ad online at carrborocitizen.com/classifieds or call us for assistance. Classified deadline is Tuesday prior to publication.

MILL ADVERTISING RATES

Full \$390 1/2 \$225 1/4 \$140 1/8 \$85 1/16 \$55

FREQUENCY RATES:

3 Consecutive issues	10% off	6 Consecutive issues	15% off
12 Consecutive issues	20% off		

COLOR: For full or half page: **add \$90** All other sizes: **add \$45**

THE CITIZEN IS A SIX COLUMN BROADSHEET:

Page Depth: 21 inches (126 picas) Ad depths in half inch increments

1 column = 1.833 in (11p)

2 column = 3.791 in (22p9)

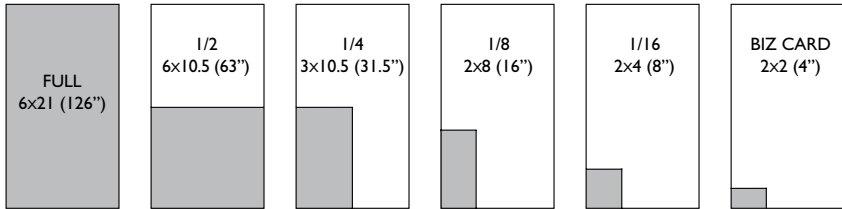
3 column = 5.75 in (34p6)

4 column = 7.708 in (46p3)

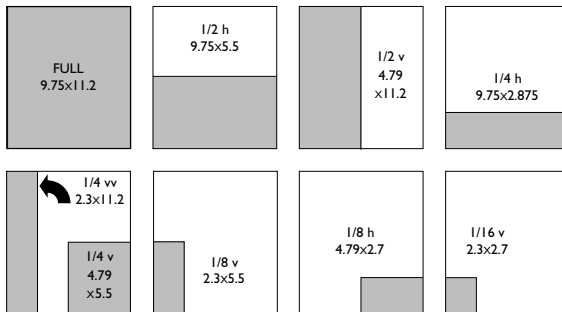
5 column = 9.667 in (58p)

6 column = 11.625 in (69p9)

CITIZEN COMMON AD SIZES (OTHER SIZES AVAILABLE)



MILL AND TAB SECTION AD SIZES



REQUIREMENTS

File Format and set up:
PDF Actual size live area,
NO CROP MARKS

Placed art @ 200 dpi

EMBED ALL FONTS

DESIGN SERVICES

We offer our ad design services to advertisers at no additional charge. We will design and typeset your ad, and provide you with a proof before publication. You may provide photos, logos, etc. for use in your ad.

ADVERTISING DEADLINES

CARRBORO CITIZEN: Ad Design and/or Revisions FRIDAY NOON;
Space reservation MONDAY 5PM; Print Ready electronic files TUESDAY 5PM

MILL + TABs: Ad Design and/or Revisions THURSDAY NOON;
Space reservation THURSDAY 5PM; Print Ready electronic files MONDAY 5PM

ADVERTISING POLICIES

- All ads are subject to management approval and may be declined for any reason.
- Advertising must be paid for in advance unless credit has been approved by the publisher or advertising director. Billing is monthly, and credit terms are net 25 days. Credit may be revoked at any time. All political ads, ads for going-out-of-business sales, and ads placed by transient advertisers must be paid for in advance.
- Advertisers who fail to fulfill contracts will be re-billed at the rate earned. Those who exceed contracts will not be reimbursed for ads already billed; however, they may upgrade for the remainder of the contract period.
- Cancellations after deadline may be billed at 50% of applicable rate. Exceptions at publisher's discretion only.
- Ads that resemble news copy must display the words "Paid Advertisement" and must be set in a typeface visibly different from that of the page on which they appear.
- Our liability for errors or omissions is limited to a "make-good" (or a credit, at publisher's discretion) for the amount of space affected.
- We will make every reasonable effort to accept last-minute ads; however, advertisers who submit orders or materials after deadline are not guaranteed a proof. We are also not responsible for errors or omissions in ads submitted after deadline.
- Incorrect rates on insertion orders submitted to us will be considered clerical errors; order will be billed at the correct rate.

CONTACT US:

ADVERTISING SALES & INFORMATION

MARTY CASSADY

Advertising Director

919-942-2100 ext. 2

marty@carrborocitizen.com

ACCOUNTS PAYABLE/ RECEIVABLE

ANNE BILLINGS

Office Manager

919-942-2100 ext. 0

anne@carrborocitizen.com

THE CARRBORO
CITIZEN

Locally owned
and operated