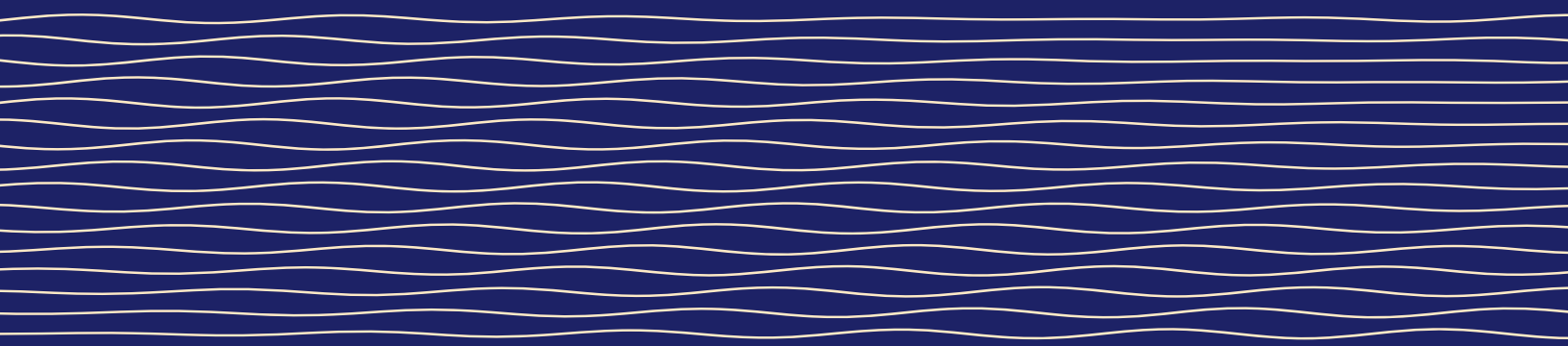




MOUNTAINS TO COAST



2021 Media Kit





Who We Are



We are a group of five independently owned Carolina publications, covering Asheville, Charlotte, Winston-Salem, Greensboro, Durham, and Raleigh, N.C. and Charleston, S.C. and we want to help you reach our audience in an area of more than **5 million people**.

You get one point of contact for ease of ad placement and coordination of all paperwork and art. You can buy a digital or print package, or buy both for a discount.

OUR FIVE PUBLICATIONS

INDY week

CityBeat^{Triad}

Xpress^{MOUNTAIN}
mountainx.com

NERVE^{QUEEN CITY}

CHARLESTON
CITY PAPER



Who We Reach



Expand your audience

Our readers are smart, involved in their community and enjoy spending money on food, drinks, and entertainment. They are *five times more engaged* with local news than the national average.



OUR REACH INCLUDES

280,000+

weekly print readers

900,000+

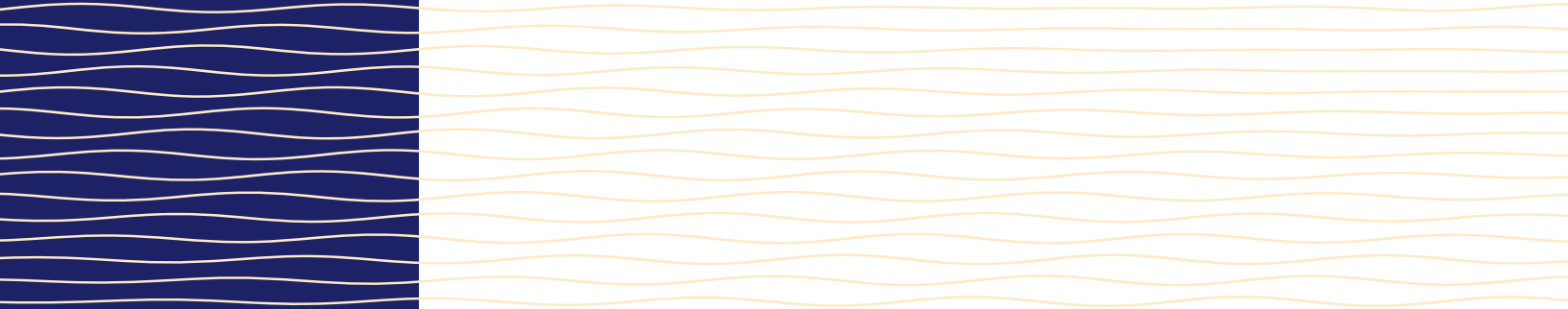
unique digital viewers

90,000+

people are subscribed to our newsletters and can be reached with your personalized message

5,000,000+

population of partners' potential reach





Specs & Rates



Color:

Print ads should be in CMYK color build. Any spot colors will be processed as CMYK.

Web ads should be in RGB color build.

Size:

Print ads must be at least 300 DPI and built to the accurate canvas size.

Web ads must be 150 PPI and built to the accurate canvas size in pixels.

Preferred formats:

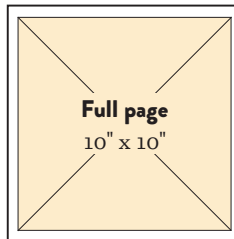
Print: PDF, TIFF or JPEG

If sending a layered PDF from Adobe Illustrator, please outline all text and include images.

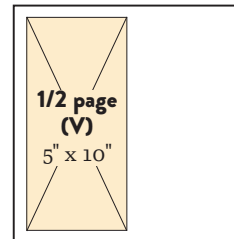
Web: JPEG, PNG or GIF

2021 PRINT PACKAGE PRICING

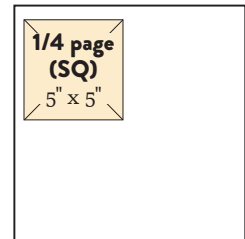
(run in all five publications for one week)



\$5,220



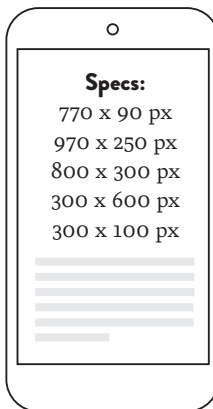
\$3,025



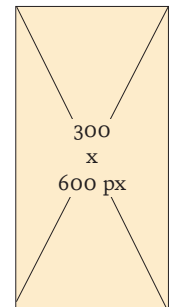
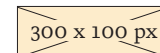
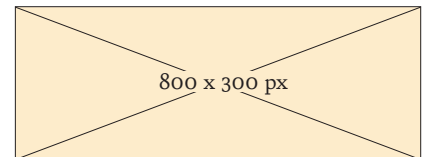
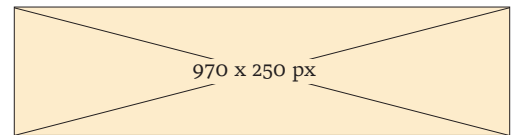
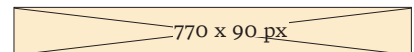
\$1,700

2021 NEWSLETTER SPONSORSHIP

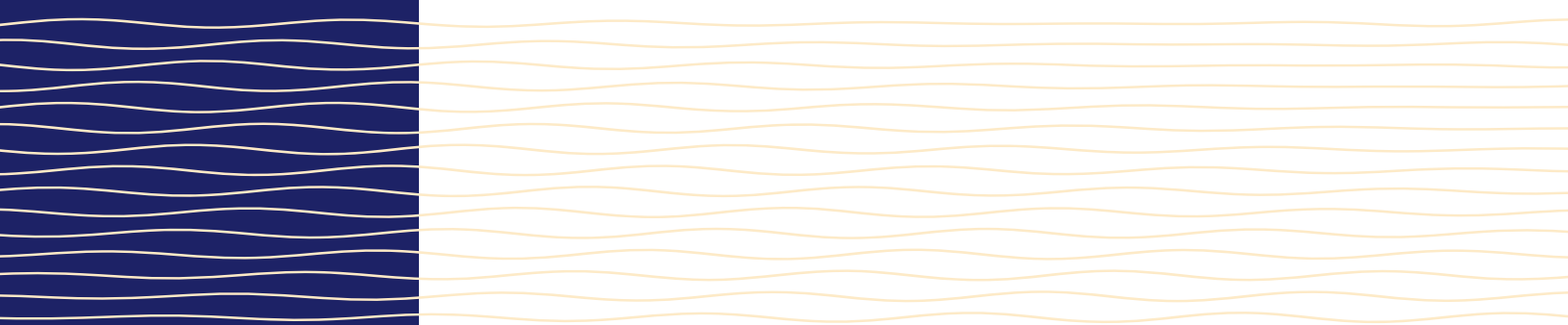
(run in all five newsletters)

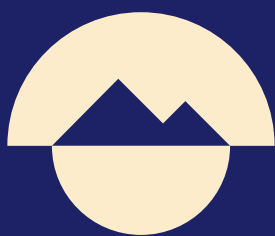


\$2,020



Packages can also be customized to your particular needs. We're happy to adjust as needed.





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