“Americans must learn to live together as brothers, lest we all die together as fools.” - Dr. Martin Luther King Jr.

Carolina Peacemaker
Greensboro’s History-Making, Award-Winning Newsweekly
Celebrating 50 Years of Community News

Feminine Force
Triad N.C. Women’s March

Thousands march in Greensboro for women's rights

Doctors without doctors' hours are here.
All-in-one health care is here.

2018 Media Kit Information Guide

P.O. Box 20853; Greensboro, NC 27420
807 Summit Avenue, Greensboro, NC 27405
Phone (336) 274-6210 or (336) 274-7829 or Fax (336) 273-5103
Email address: ads@carolinapeacemaker.com
Web site: www.peacemakeronline.com
Since 1967, The Carolina Peacemaker has served as North Carolina’s leading news weekly with a national reputation. The Peacemaker has garnered awards from the National Newspaper Publisher’s Association and the North Carolina Press Association for outstanding news coverage, commentaries, editorial cartoons, sports and entertainment features, photography and effective public service campaigns.

The Carolina Peacemaker strives to highlight the people and events that make the City of Greensboro, High Point and Guilford County cohesive multicultural communities.

Guilford County’s growing population of more than 517,600 is comprised of working professionals as well as students who represent seven widely respected colleges and universities such as Bennett College for Women, Greensboro College, Guilford College, Guilford Technical Community College, High Point University, North Carolina A&T State University, and The University of North Carolina at Greensboro.

Local, regional and national advertisers know that the The Carolina Peacemaker can help expand their company’s customer base, sales and profitability by attracting the interest of the Peacemaker’s 36,400 plus readers. Advertisers have discovered that when they appeal to Guilford County’s African American consumer market, they are reaching the second largest African American consumer market in the State of North Carolina which is comprised of people who understand that good things happen when we all work together.
**Display Advertising Rates**

*Effective January 2018*

- **Open Local Rate Noncommissionable**: $20 per col. inch
- **State Rate Noncommissionable**: $30 per col. inc
- **National Rate**: $40 per col. inch

**Recognized Agency Commission of 15%**
on National Rates Only

### Page and Column Sizes

<table>
<thead>
<tr>
<th>1 Column</th>
<th>2 Columns</th>
<th>3 Columns</th>
<th>4 Columns</th>
<th>5 Columns</th>
<th>6 Columns</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.57 inches</td>
<td>3.33 inches</td>
<td>5.08 inches</td>
<td>6.83 inches</td>
<td>8.6 inches</td>
<td>10.33 inches</td>
</tr>
</tbody>
</table>

### Classified Advertising Rates

- **$10 per column inch**

### Classified and Legals

- **2 Columns**: 1.93 inches
- **4 Columns**: 4.06 inches
- **6 Columns**: 6.15 inches
- **8 Columns**: 8.26 inches
- **10 Columns**: 10.33 inches

### Spot Color

- **One Color**: $175.00
- **Two Color**: $275.00
- **Four Color Process**: $500.00

### Pre-Printed Inserts

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost per thousand</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-4 pgs.</td>
<td>$60 ea.</td>
</tr>
<tr>
<td>6-8 pgs.</td>
<td>$80 ea.</td>
</tr>
<tr>
<td>10-12 pgs.</td>
<td>$100 ea.</td>
</tr>
<tr>
<td>14-16 pgs.</td>
<td>$120 ea.</td>
</tr>
<tr>
<td>All over 16 pgs.</td>
<td>$200 ea.</td>
</tr>
</tbody>
</table>

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**Web Advertising**

1. Ideal sizes (in pixels) for JPEG images:
   - **Medium Rectangle**: 300 pix X 250 pix
   - **Wide Skyscraper**: 160 pix X 600 pix

2. The price is $450 per month for the Medium rectangle ad, $600 per month for the Wide Skyscraper ad, and $250 per month for the rectangular ad.

**PDF and InDesign 4.0 files accepted**

**Insert Guidelines**

Inserts must be reserved a minimum of 7 days prior to publication and are accepted up to one year prior to publication date. Pre-prints are not accepted on Monday. There is a premium for Tuesday preprint distribution and must have management approval. In order to ensure accurate and timely distribution of advertising preprints, any late reservation that is accepted will be subject to a surcharge. Please contact the office for advertising cost.

**Peacemaker Advertising Deadlines**

Space reservations need to be made by Friday at 5 p.m. the week prior to publication. Ad copy needs to be in by Monday at 5 p.m. week of publication. All inserts must be received 7 days prior to insertion date.
Keeping the people of Guilford County informed

More than 30,400 readers keep up with what is happening and what people are thinking in the Triad Area’s diverse and cohesive African American community (and 2.9 billion market) by reading the Carolina Peacemaker.

These influential residents depend on the newsweekly to report community events, provide a medium for the exchange of views among organizations and neighborhood leaders, and help define and interpret the important local, state, national and world issues facing African Americans today.

Statistics from the North Carolina Institute of Minority Economic Development

- Guilford County has the third largest county-level African American consumer market in North Carolina.
- In 2006, African American buying power for Greensboro was measured at $3.3 million.
- Guilford County’s African American market share is the highest and fastest growing (20.1%

To place your ad, contact us at:

Carolina Newspapers, Inc.
Mailing address: Carolina Peacemaker
P.O. Box 20853
Greensboro, NC 27420

Location: 807 Summit Avenue
Greensboro, NC 27405
Phone (336) 274-6210 or (336) 274-7829
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