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.

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 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.

Who We Are

Carolina Peacemaker Can help increase your bottom line

MEMBER OF

NCBPA
North Carolina Black Publishers Associations (Founding member)

NNPA
National Newspaper Publishers Association

NCBP
North Carolina Press Association

Rotary Club of Greensboro

Greater Greensboro Merchants Association

Better Business Bureau
Rates/Ad Sizes-Local

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2520</td>
</tr>
<tr>
<td>6 col. (10.37 in.) by 21 in.</td>
<td></td>
</tr>
<tr>
<td>Half Page-Vertical</td>
<td>$1260</td>
</tr>
<tr>
<td>3 col. (5.10 in.) by 21 in.</td>
<td></td>
</tr>
<tr>
<td>Three-quarters page</td>
<td>$1950</td>
</tr>
<tr>
<td>6 col. (10.37 in.) by 16.25 in.</td>
<td></td>
</tr>
<tr>
<td>Half Page-Horizontal</td>
<td>$1260</td>
</tr>
<tr>
<td>6 col. (10.37 in.) by 10.5 in.</td>
<td></td>
</tr>
<tr>
<td>Quarter page</td>
<td>$630</td>
</tr>
<tr>
<td>vertical 3 col. (5.10 in.) by 10.5 in.</td>
<td></td>
</tr>
<tr>
<td>horizontal 6 col. (10.37 in.) by 5.25 in.</td>
<td></td>
</tr>
<tr>
<td>Eighth Page</td>
<td>$300</td>
</tr>
<tr>
<td>vertical 2 col. 3.34 in. by 7.5 in.</td>
<td></td>
</tr>
<tr>
<td>horizontal 3 col. 5.10 in. by 5 in.</td>
<td></td>
</tr>
</tbody>
</table>

Display Advertising Rates
Effective January 2020
Open Local Rate Noncommissionable $20 per col. inch
State Rate Noncommissionable $35 per col. inch
National Rate $45 per col. inch

Recognized Agency Commission of 15% on National Rates Only

Page and Column sizes
1 Column 1.57 inch
2 Column 3.34 inch
3 Column 5.10 inch
4 Column 6.85 inch
5 Column 8.61 inch
6 Column 10.37 inch

Classified Ad Rates
$10 per column inch

Classified and Legals
2 Column 1.94 inch
4 Column 4.04 inch

Color options
One Color $175
Two Color $275
Full Color $500

Pre-Printed Inserts
Cost per thousand
2-4 pgs $60 ea.
6-8 pgs $80 ea.
10-12 pgs $100 ea.
14-16 pgs $120 ea.
Over 16 pgs $200 ea.

Web Advertising
1. Ideal sizes (in pixels) for RGB, JPEG images:
   Medium Rectangle: 300 x 250,
   Rectangle: 180 x 150
   ** Please note that if the pixels of the JPEG image are less than what we require, the ad(s) will result in a “stretched” image.
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 CC 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
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<table>
<thead>
<tr>
<th>Rate</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4410</td>
<td>Full Page</td>
<td>6 col.(10.37in.) by 21 in.</td>
</tr>
<tr>
<td>$3412.50</td>
<td>Three-quarters page</td>
<td>6 col.(10.37in.) by 16.25 in.</td>
</tr>
<tr>
<td>$2205</td>
<td>Half Page-Vertical</td>
<td>3 col.(5.10 in.) by 21 in.</td>
</tr>
<tr>
<td>$2205</td>
<td>Half Page-Horizontal</td>
<td>6 col.(10.37in.) by 10.5 in.</td>
</tr>
<tr>
<td>$1102.50</td>
<td>Quarter page</td>
<td>6 col.(10.37in.) by 5.25 in.</td>
</tr>
<tr>
<td>$525</td>
<td>Eighth Page</td>
<td>vertical 2 col. 3.34 in. by 7.5 in.</td>
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<tbody>
<tr>
<td>$5670</td>
<td>Full Page</td>
</tr>
<tr>
<td>$2835</td>
<td>Half Page-Vertical</td>
</tr>
<tr>
<td>$4387.50</td>
<td>Three-quarters page</td>
</tr>
<tr>
<td>$2835</td>
<td>Half Page-Horizontal</td>
</tr>
<tr>
<td>$1417.50</td>
<td>Quarter page</td>
</tr>
<tr>
<td>$675</td>
<td>Eighth Page</td>
</tr>
</tbody>
</table>

- 6 col. (10.37 in.) by 21 in.  
- 3 col. (5.10 in.) by 21 in.  
- 6 col. (10.37 in.) by 16.25 in.  
- 6 col. (10.37 in.) by 10.5 in.  
- vertical 3 col. (5.10 in.) by 10.5 in.  
- horizontal 6 col. (10.37 in.) by 5.25 in.  
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