

# The Carolina Peacemaker

Greensboro's History-Making, Award-Winning Newsweekly Celebrating 50 Years of Community News

## 2020 Media Kit/Informational Guide

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

**The Carolina Peacemaker**  
An Independent News Weekly • Greensboro, N.C.  
VOL. LI, NO. 46 The Week of Thursday - February 7 to Wednesday - February 13, 2019 (USPS 091360)

**Adams joins Waters on House Financial Services Committee**  
By Ceb Michaels  
Peacemaker Staff Writer

North Carolina Congressman Adam L. Adams (D-N.C.-11) was named to the House Financial Services Committee, joining Rep. Maxine Waters (D-Calif.) on the 11th Congress.

"I am excited to be part of the team that will help shape the future of our country," Adams said. "I look forward to working with my colleagues to address the challenges facing our nation."

**Bennett College fundraising**  
By Vanessa Regester  
Peacemaker Staff Writer

Bennett College students and supporters cheer after President Obama's visit to the college. The college received a \$5 million grant from the Obama Foundation.

**Leaders say president's race overshadows hope for MLK Jr. Day of Service**  
By Vanessa Regester  
Peacemaker Staff Writer

Washington - President Donald Trump's 2019 State of the Union speech, delivered Tuesday night, overshadowed a government-wide effort to honor Dr. Martin Luther King Jr. on his birthday.

**Guilford County Schools Mark 100 days**  
By Vanessa Regester  
Peacemaker Staff Writer

Guilford County Schools celebrated 100 days of the new school year. Students and staff participated in various activities to mark the occasion.

**Medical Society honors Kilpatrick for service**  
By Vanessa Regester  
Peacemaker Staff Writer

The Guilford County Medical Society honored Dr. Robert Kilpatrick for his service to the community. Dr. Kilpatrick has been a member of the society for over 20 years.

**59th Sit-in Anniversary — Barber says: Honor A.T.**  
By Vanessa Regester  
Peacemaker Staff Writer

February 1 is not only the first day of Black History Month, but it also marks the 59th anniversary of the start of the historic sit-in at the F.W. Woolworth's lunch counter in Greensboro.

**Street named for first African American to integrate Greensboro high schools**  
By Vanessa Regester  
Peacemaker Staff Writer

Greensboro City Council approved a resolution to name a street after the first African American to integrate the city's high schools. The street is named after Dr. Haywood Bradley.

**Dr. Haywood Bradley of High School in N.C.**  
By Vanessa Regester  
Peacemaker Staff Writer

Dr. Haywood Bradley, a pioneer in the field of African American education, passed away. He was a member of the NAACP and a leader in the civil rights movement.

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**City expands BE ordinance**  
By Vanessa Regester  
Peacemaker Staff Writer

Greensboro City Council approved a new ordinance to expand the city's Business Enterprise (BE) program. The ordinance will allow for more businesses to participate in the program.

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PO. 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

## WHO WE ARE

# Carolina Peacemaker

*Can help increase your bottom line*

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 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.

## MEMBER OF

**NCBPA**

North Carolina Black Publishers Assoc.

North Carolina  
Black Publishers  
Associations  
(Founding member)



National Newspaper  
Publishers Association



North Carolina  
Press Association



Rotary Club  
of Greensboro



Greater Greensboro  
Merchants Association



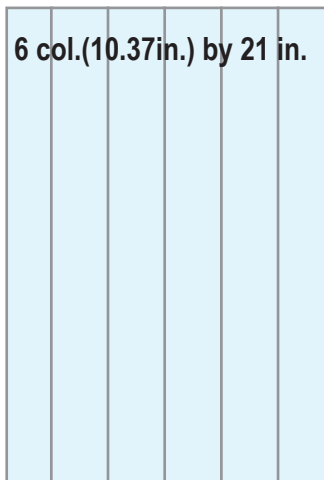
Better Business  
Bureau

## Rates/Ad Sizes-Local

**\$2520**

Full Page

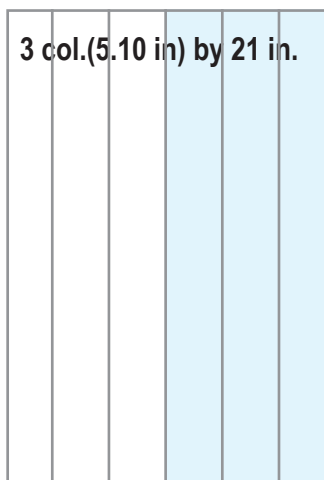
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**\$1260**

Half Page-Vertical

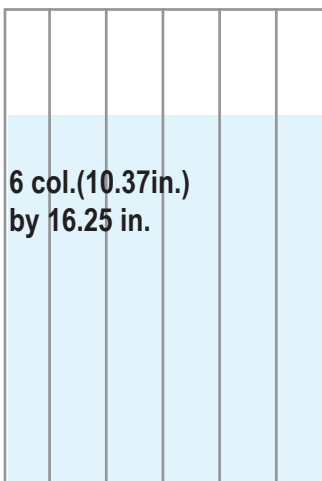
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**\$1950**

Three-quarters page

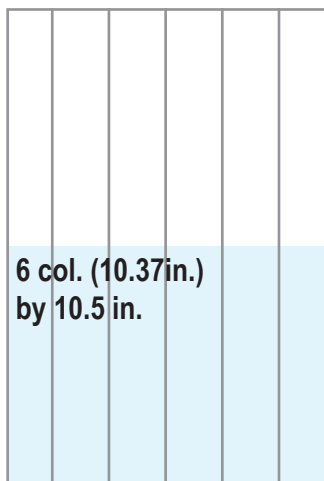
6 col.(10.37in.)  
by 16.25 in.



**\$1260**

Half Page-Horizontal

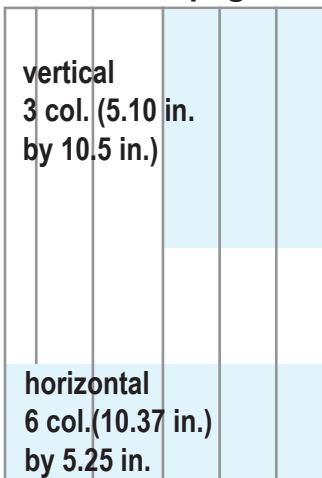
6 col. (10.37in.)  
by 10.5 in.



**\$630**

Quarter page

vertical  
3 col. (5.10 in.)  
by 10.5 in.)

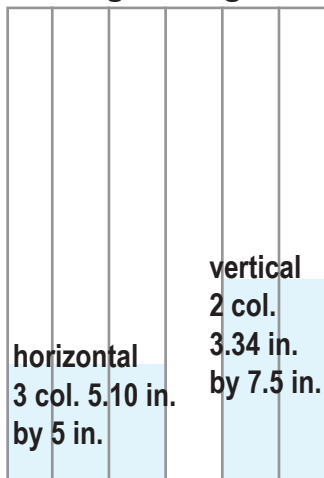


horizontal  
6 col.(10.37 in.)  
by 5.25 in.

**\$300**

Eighth Page

horizontal  
3 col. 5.10 in.  
by 5 in.



vertical  
2 col.  
3.34 in.  
by 7.5 in.

## Carolina Peacemaker

Reaching The Triad's

\$32.5 Billion African-American Market

## 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

Wide Skyscraper 160 x 600.

\*\* 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 rect-  
angle ad, \$600 per month  
for the Wide Sky-scraper  
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  
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## Peacemaker Advertising Deadlines

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p.m. the week prior to publication. Your com-  
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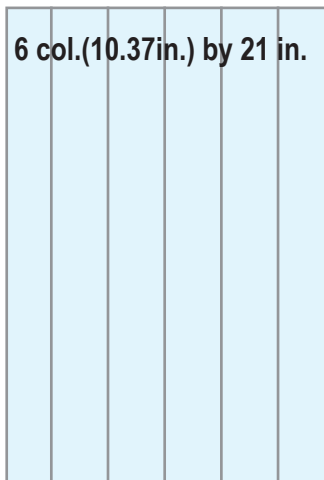


## Rates/Ad Sizes-State

**\$4410**

Full Page

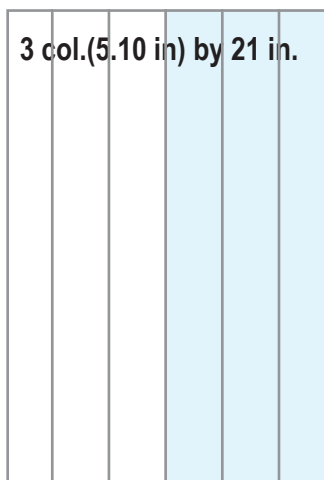
6 col.(10.37in.) by 21 in.



**\$2205**

Half Page-Vertical

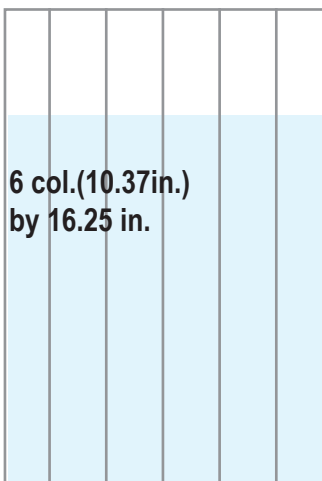
3 col.(5.10 in) by 21 in.



**\$3412.50**

Three-quarters page

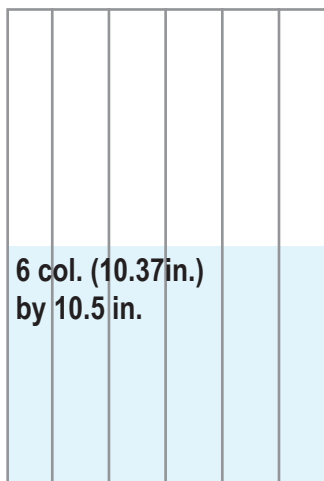
6 col.(10.37in.)  
by 16.25 in.



**\$2205**

Half Page-Horizontal

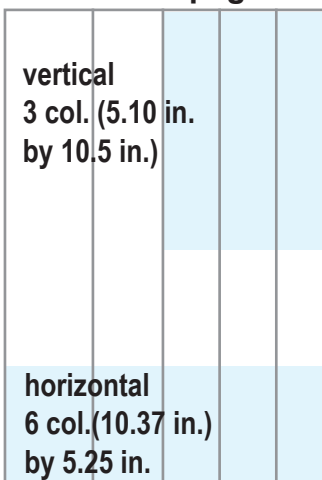
6 col. (10.37in.)  
by 10.5 in.



**\$1102.50**

Quarter page

vertical  
3 col. (5.10 in.)  
by 10.5 in.)

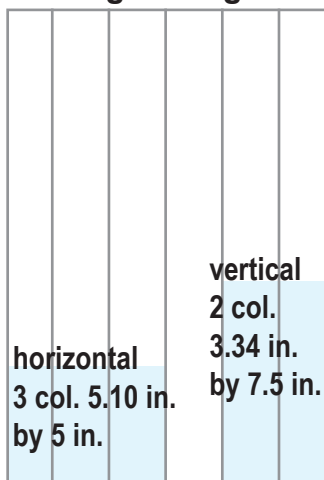


horizontal  
6 col.(10.37 in.)  
by 5.25 in.

**\$525**

Eighth Page

horizontal  
3 col. 5.10 in.  
by 5 in.



vertical  
2 col.  
3.34 in.  
by 7.5 in.

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## Color options

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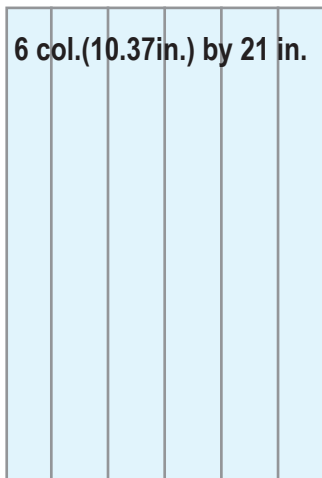
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## Rates/Ad Sizes-National

**\$5670**

Full Page

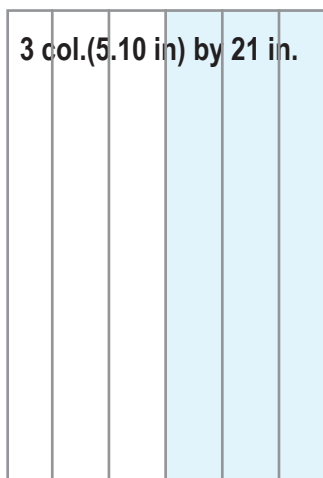
6 col.(10.37in.) by 21 in.



**\$2835**

Half Page-Vertical

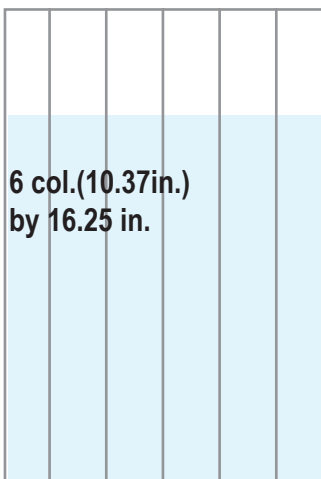
3 col.(5.10 in) by 21 in.



**\$4387.50**

Three-quarters page

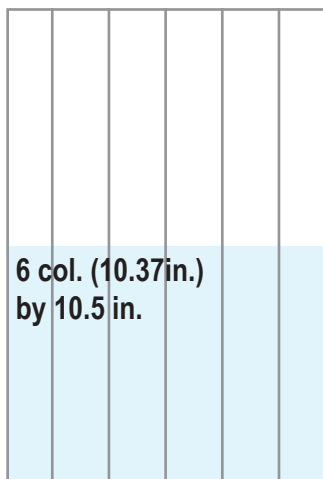
6 col.(10.37in.)  
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**\$2835**

Half Page-Horizontal

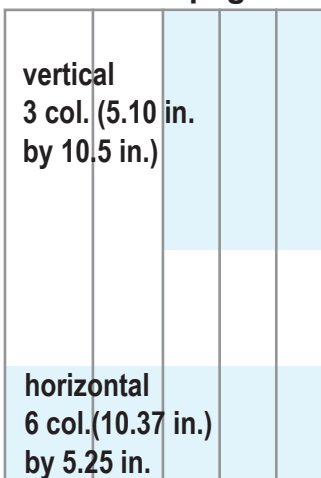
6 col. (10.37in.)  
by 10.5 in.



**\$1417.50**

Quarter page

vertical  
3 col. (5.10 in.)  
by 10.5 in.)

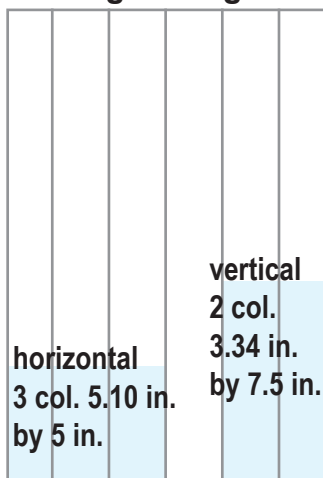


horizontal  
6 col.(10.37 in.)  
by 5.25 in.

**\$675**

Eighth Page

horizontal  
3 col. 5.10 in.  
by 5 in.



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