

Politics

★ NORTH CAROLINA ★

Your Source for NC Political News

2014 MEDIA KIT

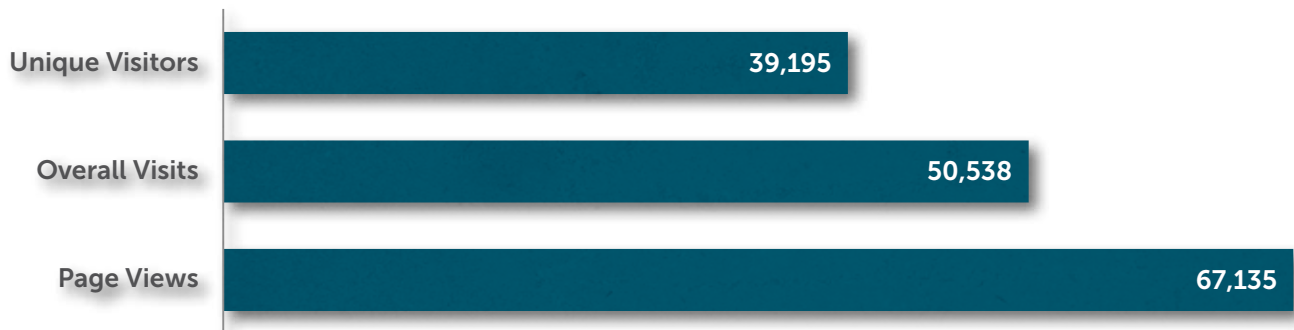
 www.PoliticsNC.com  Advertise@PoliticsNC.com  (919) 815-7698  /Politics-NC  @PoliticsNC

OVERVIEW

Launched in April 2013, PoliticsNC has become a must-read for political insiders, reporters, editorial writers and political junkies in North Carolina. The site offers analysis and commentary on politics and policy in the Tar Heel State. In its first nine months, the site had more than 100,000 unique visitors and 270,000 page views.

SITE STATS

These are the traffic statistics for the the month of October 2013 as reported by Google Analytics.



READER PROFILE

A look at analytics and a reader survey offers insight into our readership:

- Seventy-five percent of readers are from North Carolina.
- We have readers from every county in the state but 25% are from Wake County.
- Men make up 53%, women make up 47% of our readership.
- Sixty percent are married.
- Eighteen percent of readers are between 18-34, 48% are between 35-54, and 34% are over 55.
- Seventy-eight percent hold at least a bachelor's degree and 41% have a master's degree or higher.
- About half work in education, government, nonprofit management, law or advocacy.

In short, we're reaching opinion leaders across North Carolina. You can, too.

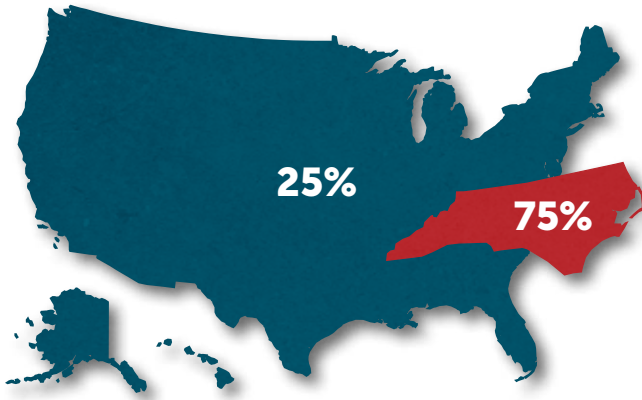
Reader Engagement

525

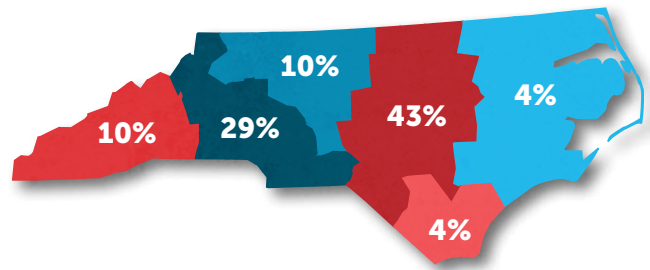
people completed the "2013 Reader Survey," demonstrating the high level of reader engagement PoliticsNC's readers have with the blog.

AUDIENCE DETAILS

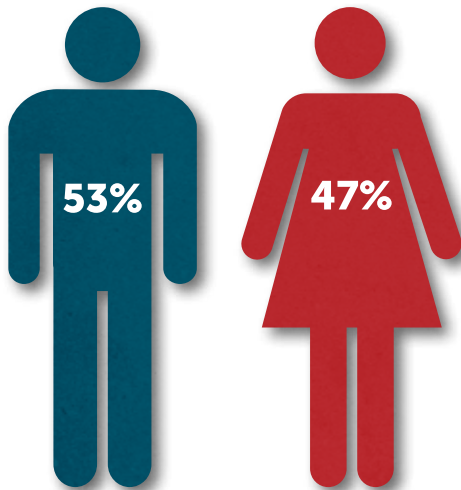
Location



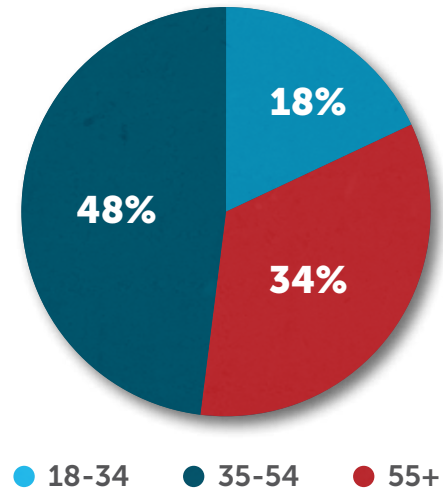
Readership by NC Media Market



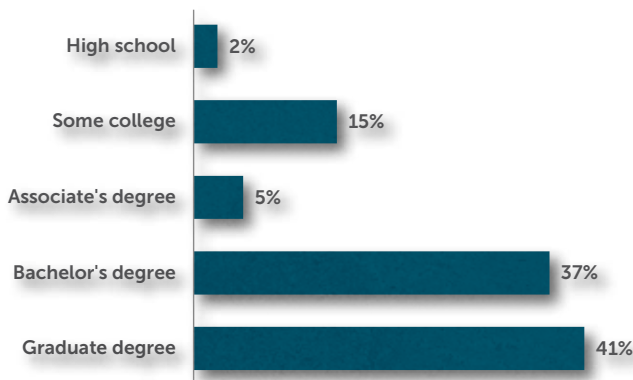
Gender



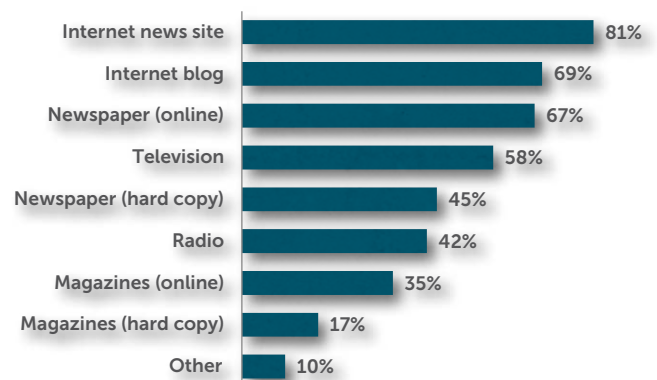
Age



Level of Education



Our Readers' News Sources



REACH OPINION LEADERS ADVERTISE WITH POLITICSNC

BANNER ADS

Display ads are great for branding and helping people find you. You're one click away from having your target audience on your web site or landing page. Nice graphics, strong copy and a little movement will entice people to click and learn more about you and your issue or cause.

SPONSORED STORIES

Sponsored content is the new wave of online advertising. It lets you give your audience more in-depth information, to help them learn about you and the issues you care about. Maybe it's a video or maybe it's an essay with compelling images. It's the long-form explanation that advertisers miss in 30 seconds ads.

SPONSORED EMAILS

We've built a robust email list that reaches over 50,000 politically engaged people in North Carolina. We'll be sending them daily updates. You can join us, and have your message delivered to your audience - every day.

AD PRICES AND SPECS

Display Ads

Position 1: Leaderboard 728 x 90 (Top Right)	This ad is the most prominently featured on the site. It is 728x90 pixels and appears on the right-hand side of the header. You will need to supply the graphic and a link to a landing page on your site. The graphic file can be no larger than 40kb and may or may not include animation.	\$997 PER 30 DAYS
Position 2: Large Sidebar Ad 300 x 250 (Top Right)	This ad is 300 x 250 pixels and appears in the right-hand sidebar, just below the search bar. You will need to supply the graphic and a link to a landing page on your site. The graphic file can be no larger than 40kb and may or may not include animation.	\$927 PER 30 DAYS
Position 3: Large Sidebar Ad 300 x 250 (Middle Right)	This ad is exactly the same size as the Position 2 ad, it is just in a different position.	\$797 PER 30 DAYS
Position 4: Large Sidebar Ad 300 x 250 (Bottom Right)	This ad is exactly the same size as the Position 2 ad, it is just in a different position.	\$597 PER 30 DAYS
Position 5: Super Leaderboard 970 x 90 (Bottom Center)	This ad is 970 x 90 pixels and appears at the center of the bottom of the blog. You will need to supply the graphic and a link to a landing page on your site. The graphic file can be no larger than 40kb and may or may not include animation.	\$797 PER 30 DAYS

Specialty Ads

Position 6: Sponsored Post	Have great content you want to share with our audience? See your sponsored content featured among posts on PoliticsNC. Thomas will include links in the post to the appropriate landing page on your site. He will also tweet a link to the post on the day it is published, and it will be sent out to his email and RSS subscribers.	\$1,750 PER 30 DAYS
Position 7: Middle Post Ad	This ad appears in the middle of individual posts. You will need to supply the text and a link to a landing page on your site. The text may be no more than 200 characters long. The ad will appear on each new post on the site for 30 days.	\$1,000 PER 30 DAYS
Position 8: End Post Ad	This ad appears at the end of individual posts. You will need to supply the text and a link to a landing page on your site. The text may be no more than 200 characters long. The ad will appear at the bottom of each post on the site for 30 days.	\$1,000 PER 30 DAYS

ADVERTISING EXAMPLES

The graphics on this and the following page illustrate the advertising options available for purchase.





POSITION 3



POSITION 6

SPONSORED CONTENT

Sponsor Message
January 3, 2014 | No Comments



POSITION 6

SPONSORED CONTENT

Sponsor Message
December 18, 2013 | No Comments

POSITION 4

MEDIUM RECTANGLE
300 x 250



POSITION 5

SUPER LEADERBOARD
970 x 90

OPTIMIZING YOUR RESULTS

The copy on display ads should be written to connect with our readers' felt needs. We are happy to review various options and give you an opinion based on our experience.

Regardless of which advertising option you choose, you will need to supply us with a link to a "landing page" on your site. This is the page the reader will be taken to when he clicks on your ad or a link inside a sponsored post or interview.

We highly recommend that you customize your landing page for this specific use, so that you can directly connect with the reader. To make your page as effective as possible, we offer the following tips. (You can see an example below.)

1. **Make it personal.** You can do this with a simple greeting that begins, "Thank you for clicking on our ad on PoliticsNC.com." You could also include an endorsement from Thomas (if he has provided you with one). This simply tells the reader that she has arrived at the right place.
2. **Issue a specific call to action.** It could be a request for further information or an invitation to join a mailing list. In our experience, this works best if it is a singular call to action. If you want to provide a secondary call to action, make sure that it has less "weight" than the primary one.
3. **Make sure your server can handle the load.** Depending on your offer, you may get a significant spike in website traffic. This doesn't always happen, but when it does, it can crash your server. This will leave people frustrated and confused. This ends up being embarrassing for both of us. It can also create an enormous customer service problem as people report the problem or inquire about it.

GUIDELINES & POLICIES

GUIDELINES

The design of your ad is your responsibility. Sizes and dimensions are enforced for everyone's mutual benefit.

REVIEW

We reserve the right to approve all ads and to reject any advertiser for any reason. We are not liable for any claims arising from your ad or any errors in it.

RATES

All rates are subject to change. You may guarantee the price of specialty ads by booking and paying in advance.

PAYMENT

You can pay for display ads at the time of purchase via PayPal or some other electronic payment system approved by us. Payment for specialty ads is due in advance via PayPal or some other electronic payment system approved by us. Prices advertised for these ads do not include service fees imposed by PayPal or any others.

ADDITIONAL INFORMATION

For additional questions about advertising, please email us at Advertise@PoliticsNC.com.