

Carolina WEEKLY

newspaper group

Classified Marketplace

Classified & Service Directory Advertising 2010 Media Kit



Carolina Weekly Newspaper Group's

Classified Marketplace is one of the largest networks in the Carolinas. Our classified section runs in **six** of our community papers for a combined audited circulation of **111,000**. Great rates, great circulation and great results are just a phone call away.

Contact information:

Carolina Weekly Newspaper Group
www.carolinaweeklynewspapers.com

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Charlotte, NC 28270
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Certified Audit

CAC

of Circulations

South Charlotte
WEEKLY
ABOUT THE COMMUNITY. FOR THE COMMUNITY.

THE HERALD
WEEKLY
Serving Huntersville, Cornelius and Davidson

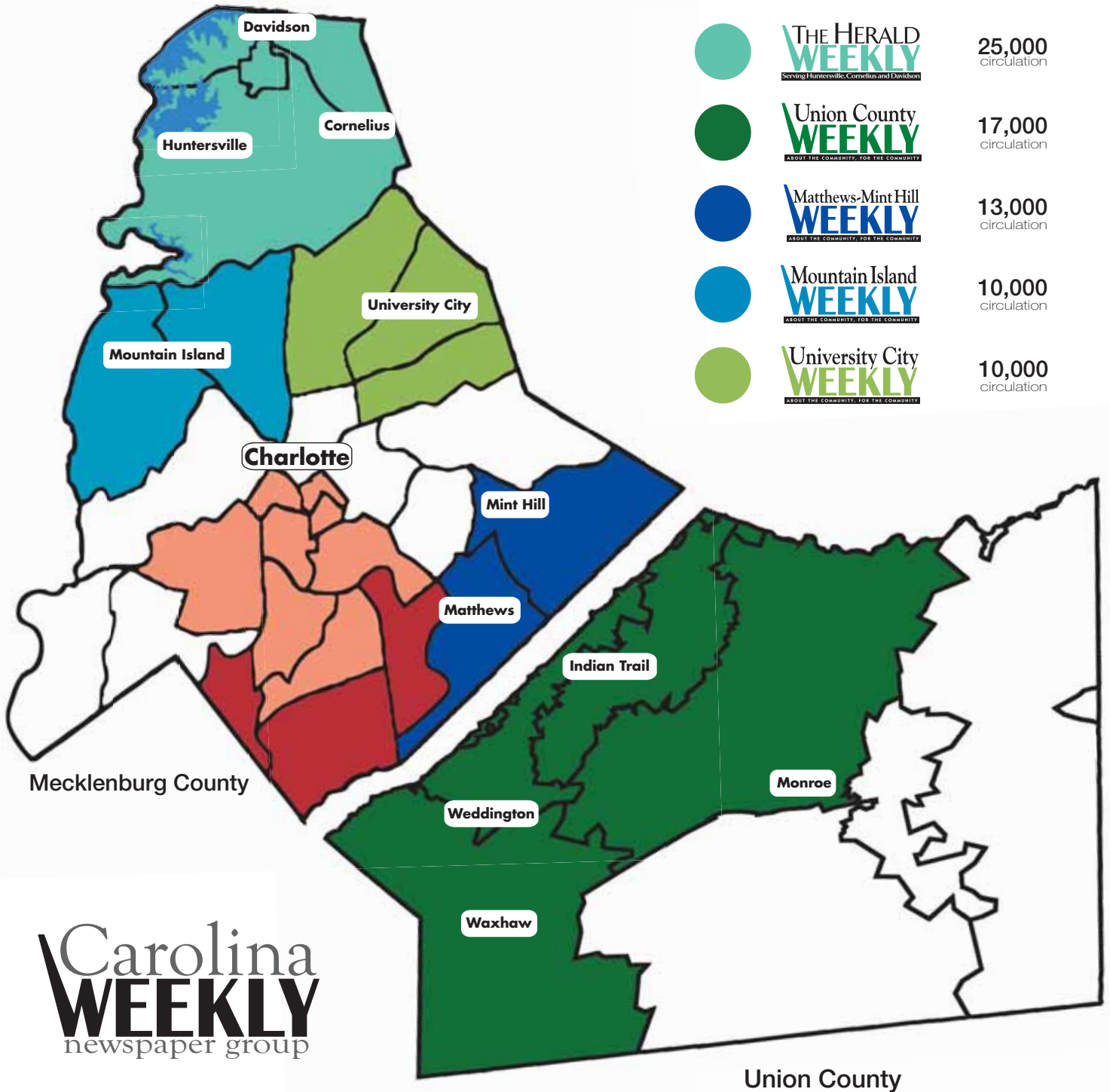
Union County
WEEKLY
ABOUT THE COMMUNITY. FOR THE COMMUNITY.

Mathews-Mint Hill
WEEKLY
ABOUT THE COMMUNITY. FOR THE COMMUNITY.

Mountain Island
WEEKLY
ABOUT THE COMMUNITY. FOR THE COMMUNITY.

University City
WEEKLY
ABOUT THE COMMUNITY. FOR THE COMMUNITY.

coverage map



Carolina
WEEKLY
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rate cards

classified display rates

| Open | 6 Weeks | 13 Weeks | 26 Weeks | 52 Weeks |
|------|---------|----------|----------|----------|
| \$25 | \$18.75 | \$17.50 | \$15 | \$12.50 |

Full page is 55 Column inches

Classified display ads automatically are included in all 6 of our papers, for a total circulation of 112,000.

- price is per column inch

service directory rates

Northern Division: The Herald Weekly, Mountain Island Weekly and University City Weekly.

Southern Division: South Charlotte Weekly, Union County Weekly, Matthews-Mint Hill Weekly.

Double Card Horizontal

6.3" x 2.1"

Single Card

3.1" x 2.1"

Double Card Vertical

3.1" x 4.3"

single card – one division

| 6 Weeks | 13 Weeks | 26 Weeks | 52 Weeks |
|-----------|-----------|-----------|-----------|
| \$360 | \$650 | \$1040 | \$1560 |
| \$60/week | \$50/week | \$40/week | \$30/week |

double card – one division

| 6 Weeks | 13 Weeks | 26 Weeks | 52 Weeks |
|-----------|-----------|-----------|-----------|
| \$540 | \$975 | \$1560 | \$2340 |
| \$90/week | \$75/week | \$60/week | \$45/week |

single card – both divisions

| 6 Weeks | 13 Weeks | 26 Weeks | 52 Weeks |
|-----------|-----------|-----------|-----------|
| \$540 | \$975 | \$1560 | \$2340 |
| \$90/week | \$75/week | \$60/week | \$45/week |

double card – both divisions

| 6 Weeks | 13 Weeks | 26 Weeks | 52 Weeks |
|------------|------------|-----------|-----------|
| \$720 | \$1300 | \$2080 | \$3120 |
| \$120/week | \$100/week | \$80/week | \$60/week |