



# Charlotte Stories Advertising

## 2017 Media Kit

### Why Market With Charlotte Stories?

The Charlotte Stories network offers a full range of robust advertising opportunities for businesses and individuals throughout the Charlotte region. Through dynamic Charlotte Stories marketing and communications opportunities, our team strives to enhance the reach of the individuals and businesses who make our city great. We'll work hard to help your organization connect with Charlotte's ever-growing market.

### Who visits Charlotte Stories?

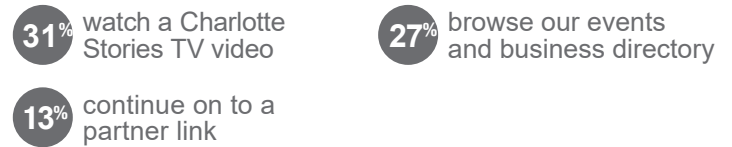
**24,500 people\*** visit CharlotteStories.com every day  
**131,733 followers** on our social media accounts  
**20,107 people** receive our daily newsletter



*\*based on 2017 averages*

### What do they do when visiting?

Top activities on Charlotte Stories besides reading articles



## Social Media Promotions

- Price is reflective of engagement of the average post
- Discounts are available for multiple sponsored posts
- Multiple posts can be scheduled to run at specific times



### Facebook Pages

/clt.stories - 58,373 followers.....	\$350 per sponsored post
/thecharlottestories - 14,272 followers.....	\$100 per sponsored post
/rockhill.sc.33 - 5,453 followers.....	\$50 per sponsored post
/concord.nc2 - 5,250 followers.....	\$50 per sponsored post
/lake.norman.338 - 3,656 followers.....	\$40 per sponsored post



### Twitter Profiles

@clt_stories - 25,789 followers.....	\$90 per sponsored post
@cltusa - 13,500 followers.....	\$50 per sponsored post
@lkn_stories - 6,244 followers.....	\$25 per sponsored post
@gaston_stories - 1,474 followers.....	\$10 per sponsored post
@clt_uptown - 774 followers.....	\$10 per sponsored post



### Instagram Account

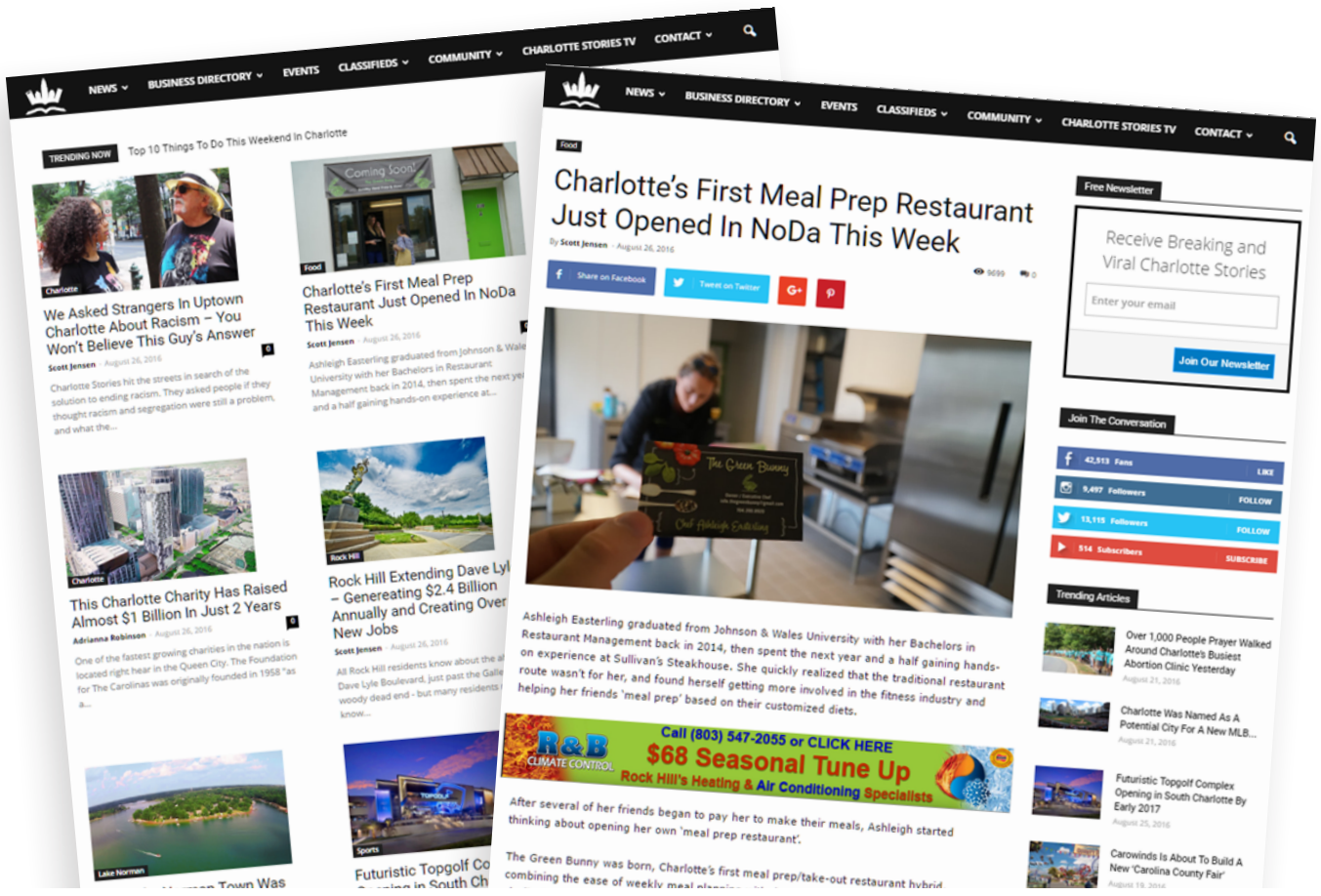
@cltstories - 15,435 followers.....	\$75 per sponsored post
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**CHARLOTTE STORIES**

For more information  
and to reserve your  
advertising space:

**Scott Jensen, Editor-in-Chief**  
 Charlotte Stories  
 1515 S. Mint St., Charlotte, NC 28202  
 704.936-6436 • [scott@charlottestories.com](mailto:scott@charlottestories.com)



# CharlotteStories.com Sponsored Content



## Video & Article About Your Company/Promo

We highlight what's new/unique using personable interviews and drone footage, then promote to over 100,000 local residents on social media.

Example - <https://goo.gl/yZyIYh>

Promoted Video + Article \$2,750



## Top 10 Things To Do This Weekend in Charlotte

Our weekly 'top 10 things to do this weekend in Charlotte' article is published every Wednesday and is always one of our most engaged articles.

Featured Event \$50

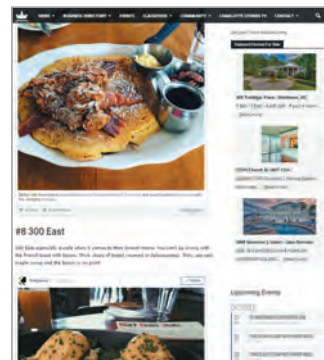


## Company Article

We approached your company as we would for a news article - what makes your company unique/revolutionary/interesting? We then promoted to over 100,000 local residents.

Example - <https://goo.gl/s3Hkz6>

Promoted Article \$1,000



## Featured in 'Top 10 Best Article'

We regularly write Top 10 articles such as, 'Top 10 Best Dentists in Charlotte', 'Top 10 Best Places To Go When You're Bored', etc.

Featured in 'Top 10' list \$150

# CharlotteStories.com Graphic & Video Ads

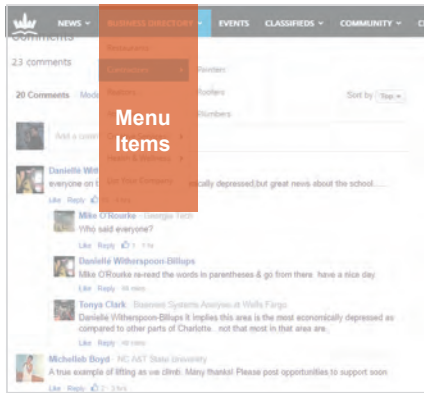
## Business Directory Listing

Featured Business Advertising on charlottestories.com connects businesses with the visitors and residents who are actively using the site.

Listings will be featured for 1 year at a time.

## Sections include:

Real Estate Agents.....	\$1,000
Restaurants .....	\$1,500
Contractors .....	\$1,500
Health & Wellness .....	\$1,500
Shopping.....	\$650
Outdoors, Sports & Recreation .....	\$600
Golf.....	\$250
Places to Stay .....	\$6,000

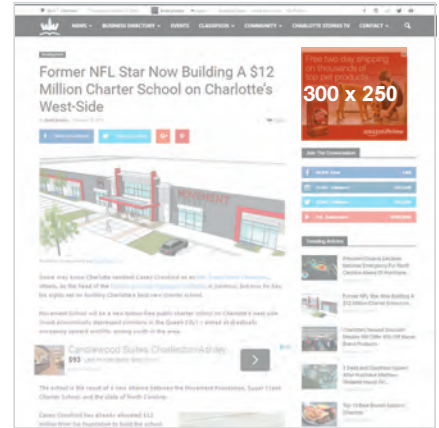


Featured Business Directory Advertising

## Banner Advertising

Connect with visitors via targeted and guaranteed exposure. Advertisers can choose from two geo-targeted options for in-market (within Charlotte) or out-of-market (outside of Charlotte) with a 300 x 250 banner ad. You can choose for your ad to run on the homepage and/or a full run of the entire site.

Total Impressions	CPM	Rate
1 – 99,999	\$10	\$1,000
100,000 – 174,999	\$9	\$1,575
175,000 – 349,999	\$8	\$2,800
350,000 – 500,000	\$7	\$3,500



Banner Advertising

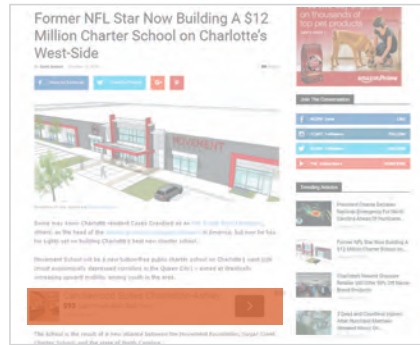
## Additional Banner Advertising Opportunities

### In-Article 728x90 Featured Spot

Total Impressions	CPM	Rate
1 – 99,999	\$13	\$1,300
100,000 – 174,999	\$12	\$2,100
175,000 – 349,999	\$11	\$3,850
350,000 – 500,000	\$10	\$5,000

### Bottom-Article 728x90 Featured Spot

Total Impressions	CPM	Rate
1 – 99,999	\$13	\$1,300
100,000 – 174,999	\$12	\$2,100
175,000 – 349,999	\$11	\$3,850
350,000 – 500,000	\$10	\$5,000



In-Article Feature



Bottom-Article Feature