

CAROLINA Public Press

Reach your people
through our press

Investigative. In-depth. Independent.

Are your people smart, involved and in the know? So are ours!

Our readers:

Work in high-level and influential positions, including in government, nonprofits, education and business

Have diverse interests including news and politics, food and dining, media and books, shopping, banking and finance, pets, travel, the outdoors, and wellness and beauty

Live across North Carolina, with concentrations in Asheville, Charlotte and Raleigh, along with smaller towns and cities across the state

Span all ages, with most being between ages 45 and 64

Our audience is educated, active and influential.

CPP's Audience Profile:

FEMALE

55.5%

MALE

44.5%

FROM NC

84%

INTERESTED IN NEWS AND POLITICS AND ARE AVID NEWS READERS

75%

Our readers live in rural communities and urban centers across every county of the state, including Asheville, Raleigh, Charlotte, Brevard, Durham, Hendersonville, Murphy, Wilmington and Chapel Hill.

190,239
unique
page views

12,398
Newsletter
subscribers

6,600
Facebook Fans
28,000
Engagements

1st quarter 2021 audience numbers

I LOVE THAT YOU COVER IMPORTANT NEWS FROM ACROSS NC AND YOU DO SO IN A FAIR, UNBIASED WAY. THANK YOU.

LENA EPPS BROOKER, CPP READER

Sponsorships and Underwriting



Website Underwriting

Leaderboard: Sitewide (excluding Special Reporting Projects): \$3,000 (3 months)

Half Page: Sitewide (excluding Special Reporting Projects): \$1,800 (3 months)

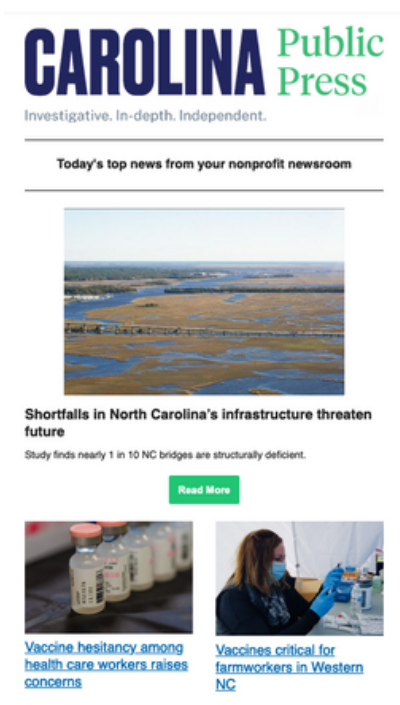
Medium Rectangle: Sitewide (excluding Special Reporting Projects): \$1,200 (3 months)



Special Reporting Project Website Underwriting

Banner Ad within Special Project Reporting main page: \$7,500 (3 months)

Medium Rectangle within each story: \$3,000 (3 months)



Email Product Underwriting

PRIMARY EMAIL PRODUCT: Weekly news email digest sent 4+ times per week on average with distribution to around 12,000 subscribers per email

Sponsorship of 1 month (16-23 emails per month) of news headlines

- **Leaderboard: \$3,000 (3 months)**
- **Medium Rectangle within each email: \$1,500 (3 months)**

SPECIAL EDITION: News email to media organizations across North Carolina, with distribution to about 350 NC news leaders per email

Sponsorship of 1 month (4-5 emails per month, depending on the month)

- **Leaderboard: \$1,000 (3 months)**
- **Medium Rectangle within each email: \$500 (3 months)**



CPP's 10th Anniversary

- **Logo placement on anniversary landing page + newsletter + social media: \$7,500 (3 months)**
- **Logo placement on anniversary landing page + newsletter: \$4,500 (3 months)**
- **Logo placement on anniversary landing page: \$3,000 (3 months)**

10 for North Carolina Series

Carolina Public Press is launching a series of ten conversations featuring ten topics of interest to North Carolinians as we mark the occasion of our 10th Anniversary in 2021.

These FREE, informal, virtual discussions will feature members of the Carolina Public Press team and Speakers' Bureau and guests in a conversation about many important issues facing North Carolina. A Q&A session follows the conversation allowing the audience a chance to participate.

All sessions will be recorded and published on carolinapublicpress.org. Sponsor logos will be included in cover slides on the recording when it is published.

Series Lineup

Early May—The new nonprofit journalism: Oases in and for news deserts?

Late May—COVID and North Carolina: In the lab and on the front lines

Early June—The effort to reauthorize the Violence Against Women Act and what it means for North Carolina

Late June—Investigative reporting in the South: The good, the bad, the hard

Late July—Writing North Carolina: Drawing inspiration from the Tarheel state

Late August—Amazing kids living in a COVID world: What parents need to know and what kids can do right now

Late September—Gamechangers: NC leaders making a difference in rural communities

Mid November—Let's get political: A conversation with NC's top political leaders

Mid December—2021, that's a wrap: Ask us anything, special guests and prizes



Sponsorship Packages

Sponsor of entire 10 for NC series: \$5,000

- logo placement on all virtual lunch session invitations and reminders
- logo on anniversary landing page (7 months)
- logo on newsletter (3 months)
- social media (3 months)

Sponsor 5 of the 10 for NC sessions: \$2,500

- logo placement on virtual lunch session invitations and reminders (3 weeks prior to event)
- logo on anniversary landing page (1 month)
- logo on newsletter (1 month)
- social media (1 month)

Sponsor 1 of the 10 for NC sessions: \$250

- logo placement on virtual lunch session invitations and reminders (3 weeks prior to event)
- logo on anniversary landing page (1 month)

To start your sponsorship or underwriting package, or to ask questions about other options, contact Director of Development Lisa Lopez at llopez@carolinapublicpress.org or call 828-774-5290 ext. 404.