



THE PILOT

2015 MEDIA KIT
EFFECTIVE JANUARY 1, 2015

2 GENERAL PERSONNEL & POLICIES

PUBLISHER

David Woronoff

910.693.2499 | david@thepilot.com

ADVERTISING DIRECTOR

Pat Taylor

910.693.2505 | pat@thepilot.com

DISPLAY ADVERTISING SALES REPRESENTATIVES

Deborah Fernsell

910.693.2516 | dfernsell@thepilot.com

Terry Hartsell

910.693.2513 | thartsell@thepilot.com

Perry Loflin

910.693.2514 | perry@thepilot.com

Darlene McNeil-Smith

910.693.2519 | dmsmith@thepilot.com

Johnsie Tipton

910.693.2515 | jtipton@thepilot.com

Ginny Trigg

910.693.2481 | ginny@thepilot.com

PINESTRAW MAGAZINE SALES COORDINATOR

CLASSIFIED ADVERTISING SALES REPRESENTATIVE

910.693.3569 | Classifieds@thepilot.com

CUSTOMER SERVICES

DESIGN SERVICES ▼

The Pilot offers ad design at no additional charge. Our award-winning ad designers can design specs or finished layouts for one advertisement or an entire campaign.

CAMPAIGNS ▼

By advertising with The Pilot, you have many options to get your business seen. From Web advertising on ThePilot.com, to being placed amid the stellar editorial and design in PineStraw Magazine, to being seen in the nation's best community newspaper, there are many economical ways to market your business. Ask about our magazines in Greenboro and Wilmington, too.

MARKET INFO ▼

We're experts on this market. Whether you are starting a new business or looking to enlarge one, if you need information about your customer base, we may be able to help. Whether it's population, demographic trends, retail sales, or new business openings, if you can't find the answer to your question, ask. We can help.

ELECTRONIC AD DELIVERY ▼

E-mail camera ready ads to advertise@thepilot.com. Large files (over 20mb) can be uploaded to our Dropbox account. Contact your ad representative for the link to this site when you are ready to upload your files.

INTERACTIVE ▼

With averages of **100,000 unique visitors** and **more than 1 million page views per month**, our award winning website offers popular interactivity and provides maximum exposure and cost effectiveness to drive your business forward.

PRESS RELEASES ▼

Please send press release to our editor John Nagy at john@thepilot.com. Calendar events should be sent to fdasen@thepilot.com and pinestrawcalendar@gmail.com.

ACCEPTABILITY STANDARDS

- The ad option herein contracted for shall be used exclusively for the advertising of the firm named above and cannot be sold, given or transferred in whole or in part to any other person, firm or corporation.
- The advertiser agrees that yearly agreements shall automatically renew for successive like periods and conditions unless either party notifies the other in writing at least 30 days prior to the expiration of this agreement
- If the Advertiser earns a lower rate by exceeding the space level herein contracted for, the Advertiser may request an adjustment limited to the next rate level and/or the next frequency period in accordance with the rate schedule in force on the rate card, within 30 days after the expiration of contract. If the amount contracted for is not used, or is not scheduled in accordance with the frequency specified, the Advertiser agrees to pay for such advertising as has been used at the rate actually qualified for in accordance with the rate schedule.
- In the event that the advertiser chooses to cancel an ordered ad, the advertiser will be charged a 30% fee for ads cancelled on the last business day before press.
- It is agreed that unless advertising copy is received in time to furnish a proof in accordance with the deadline schedule printed on the current rate cards, the Publisher shall not be responsible for typographical or other errors, and that in the event of any error, regardless of origin or circumstances, the liability of the Publisher shall not exceed the cost for the advertisement in which the error or errors occur.
- The Advertiser agrees that the Publisher may cancel this contract or revise the rates on 30 days written notice and if such notice is given, the Publisher agrees the Advertiser may cancel this contract without rate penalty at that time.
- The Publisher reserves the right to revise, edit or reject any or all copy.
- Upon credit approval, the Advertiser agrees to the credit terms and policies set forth in the current rate cards. If collection proceedings take place the Advertiser agrees to pay for all costs of collecting such indebtedness including court costs and attorney's fee.
- In the event that any tax is imposed on newspaper advertising, the Advertiser specifically agrees that such tax or taxes shall be added to the rates set forth on the current contract cards.

145 West Pennsylvania Avenue | Southern Pines, NC | 910.692.7271

www.ThePilot.com

RETAIL DISPLAY ADS

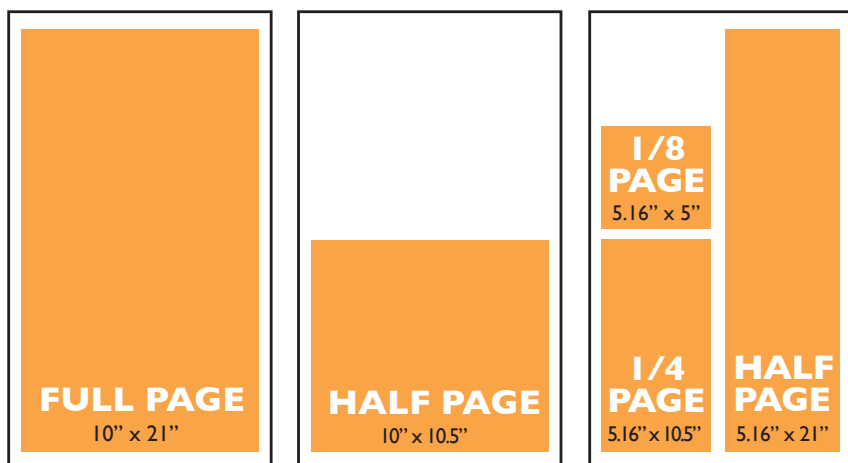
RATES EFFECTIVE

JANUARY 1, 2015 - DECEMBER 31, 2015

GENERAL ADVERTISING | S.A.U. PER COLUMN INCH

Local Open Retail Rate:	\$13.75/inch
Non-profit and church rate:	\$9.25/inch
Administrative Notice:	\$145.00 Flat (up to 4 runs)
Legal Notice:	\$12.25/inch
National Commissionable Rate:	\$16.50/inch

ADVERTISING CHOICES MADE EASY!



MODULAR PILOT ADS...including Color!

Full Page	\$1095
1/2 Page	\$695
1/4 Page	\$410
1/8 Page	\$220

ANNUAL PER COLUMN INCH RATES

Open Rate	\$13.75 per column inch/net
Level One (\$2500 - \$12000 per year)	\$11.50 per column inch/net
Level Two (\$12001 - \$24000 per year)	\$10.60 per column inch/net
Level Three (\$24001+ per year)	\$9.95 per column inch/net

Full color cost \$1.25 per inch with contract

*WEEKLY CONTRACT RATES PER COLUMN INCH (MINIMUM 4 WEEKS)

5".....	\$11.00	26-32".....	\$9.25
6 -10".....	\$10.75	33-50".....	\$8.50
11-15".....	\$10.50	51-90".....	\$7.50
16-25".....	\$10.00	91-126".....	\$6.50

Full color cost \$1.25 per inch with contract*
these rates require a signed contract

Contract advertisers get a 10% discount off of all themed section purchases. See page 4 for list of sections.

RATES

RETAIL & CLASSIFIED

86% of adults read a community newspaper each week.*

I-2 PUNCH! PROGRAM

Run an ad in consecutive issues and get a 50% DISCOUNT on the second ad. Does not apply to modular rates and must run consecutive dates.

ADS YOUR WAY

You can order ads of any size or shape, as always, on a per-column-inch basis.

DISPLAY ADVERTISING DEADLINES

Sunday Issue - 12 Noon Thursday
Wednesday Issue - 3 pm Friday

CLASSIFIED DEADLINES

Sunday Straight Line - 11 a.m. Friday
Wednesday Straight Line - 11 a.m. Tuesday

CLASSIFIED DISPLAY DEADLINES

Sunday Display Ads - 12 Noon Thursday
Wednesday Display Ads - 12 Noon Monday

POSITION All Ads ROP

GUARANTEED POSITION PREMIUM:

Add 15% to total cost of ad.

COMMISSION Local rate non-commissionable. Advertising agency commission 15% on commissionable rate of 16.50 per inch

BILLING All accounts are billed monthly. 1.5% late fee will be charged on all accounts 30 days past due.

PUBLISH DATES

Wednesday | Sunday

4 RATES

MONTHLY MODULAR PROGRAMS

FRONT-PAGE ADVERTISING

front-page POST NOTES

\$1000 (per run)

- highly visible
- exclusivity for date
- unique marketing tool
- full-color, print included
- Only front page position



LOCAL INTERNET CHOICES

Starting as low as **\$99**

- Guaranteed impressions
- Target local users
- Professionally created
- Link direct to your site
- Many sizes available

SECTION FRONT STRIP ADS

\$300 (per edition)

- Frontpage of Feature, Business or Sports
- 6 columns wide, 4 inches tall
- High Visibility
- Includes color

Ad Starter Pack, 10" **\$325**

includes Four 2x5 ads **OR** Four 3x3.25 ads **OR** Four 1x10 ads

WARM UP **\$495**

includes Four 2x10 ads **OR** Four 4x5 ads **OR** Four 3x6.5 ads

QUARTER MASTER **\$775**

SAVE OVER 60%

includes Four 3x10.5 ads **OR** Four 4x8 ads **OR** Four 6x5.5 ads **FULL COLOR**

PLUS SIZE **\$1195**

SAVE OVER 60%

includes Four 5x10 ads **OR** Four 4x12.5 ads **OR** Four 3x16 ads **FULL COLOR**

VALUE LOAD **\$1495**

SAVE OVER \$2,200

includes Four 6x10.5 ads **OR** Four 3x21 ads **OR** Four 4x16 ads **FULL COLOR**

CAN'T MISS **\$1775**

MOST FLEXIBLE

includes Four 5x15 ads **OR** Four 6x12 ads **OR** Four 4x18 ads **FULL COLOR**

AD DOMINATOR **\$2125**

SAVE UP TO 60%

includes Four 5x18 ads **OR** Four 4x21 ads **OR** Four 6x15 ads **FULL COLOR**

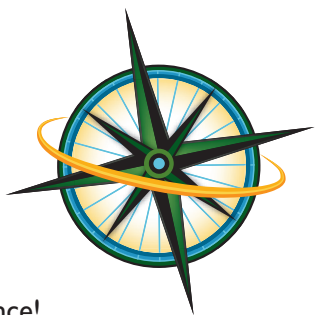
SHOUT OUT **\$2950**

SAVE OVER \$3000

includes Four 6x21 ads **OR** Eight 6x10.5 ads **OR** Eight 4x16 ads **FULL COLOR**

WEB RATES

WWW.THEPILOT.COM



WEB ADVERTISING RATES

ABOUT THEPILOT.COM

Use ThePilot.com to reach your target audience!

Averages approximately - 110,000 unique visitors and over 1.1 million page views per month

AD TYPE/SIZE	12 MONTHS	3 MONTHS	1 MONTH
SIDEBAR, TOP POSITION			
<small>RUN OF SITE - Ad runs throughout the site</small>			
300 X 250 PIXELS	\$295	\$335	\$375
DOUBLE SKYSCRAPER			
<small>RUN OF SITE - Homepage and in news stories</small>			
300 X 600 PIXELS	\$195	\$240	\$265
PAGE CURL			
<small>Ad runs on homepage only</small>			
500 X 500 PIXELS	\$250	\$260	\$275
BILLBOARD			
600 X 300 PIXELS	\$210	\$240	\$265

CPM RATE (Cost per 1000 impressions)

\$11.00 per 1000, ROS (run of site)

Minimum 9,000 impressions. For less than a full month run.

Subject to availability.

WEB AD SPECIFICATIONS

- We accept JPEGs and GIFs under 50K.
- We accept Flash files under 1 MB and accompanying audio and video files.
- Design included in the cost of Web ads

THE JOB NETWORK

All employment ads are placed on The Job Network site as part of the purchase price. Job Network allows posting of resumés and matching of posted jobs

to available resumés. Upgrades Availalbe

Email: classifieds@thepilot.com



AD SIZES

HOW TO MEASURE SPACE

HOW TO MEASURE AD SPACE

AD SIZE = Number of COLUMNS x LENGTH

6 COLUMN DISPLAY & CLASSIFIED DISPLAY SIZES

1 COLUMN.....	1.53"
2 COLUMNS.....	3.22"
3 COLUMNS.....	4.92"
4 COLUMNS.....	6.61"
5 COLUMNS.....	8.31"
6 COLUMNS.....	10"

NEWSPAPER DEPTH: 21"

TABLOID SIZES

FULL PAGE.....	10" x 10"
HALF PAGE.....	10" x 4.8"
HALF PAGE (Vertical).....	4.92" x 9.7"
QUARTER PAGE.....	4.92" x 4.8"
EIGHTH PAGE.....	4.92" x 2.35"
EIGHTH PAGE (Vertical).....	2.37" x 4.8"
SIXTEENTH PAGE.....	2.37" x 2.35"

COMMON SIZE MEASUREMENTS

FULL PAGE AD

6 COLUMNS x 21 INCHES (10.5 INCHES x 21 INCHES)

HALF PAGE AD

6 COLUMNS x 10.5 INCHES (10.5 INCHES x 10.5 INCHES)

HALF PAGE AD (vertical)

3 COLUMNS x 21 INCHES (5.17 INCHES x 21 INCHES)

QUARTER PAGE AD

3 COLUMNS x 10.5 INCHES (5.17 INCHES x 10.5 INCHES)

MINIMUM AD SIZE

1 COLUMN x 2 INCHES (1.61 INCHES x 2 INCHES)

6 PRODUCTION

GUIDELINES & SPECIFICATIONS

Fig. 1 Left: 100% black vector text. Right: Jagged, dotted text from rasterized text.

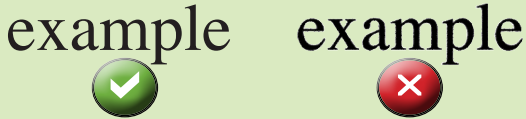


Fig. 2 Left: 100% black vector text. Right: Vector text with 4-color black text out of register.



Fig. 3

This is a serif 7pt font

This is a 7pt bold sans serif font

This is a 9pt script font

This is a 9pt serif font

Fig. 4 Left: Color photo using unsharp mask at 500%. Right: Color photo untouched.

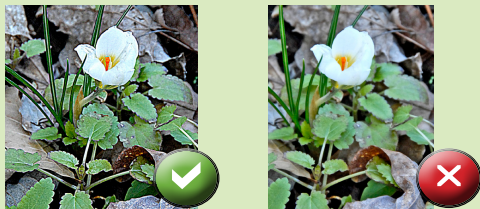
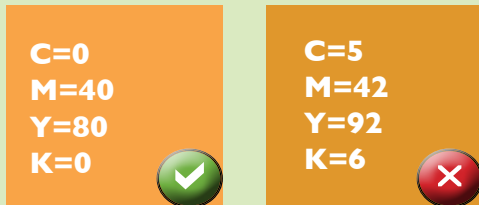


Fig. 5 Left: 2 color built hue. Right: 4 color built hue



Did you know that ad design is included with the cost of your ad? The Pilot employs experienced and award-winning graphic designers and sales professionals that can create high-quality, attractive and effective solutions for your business. For more information about our design services, please contact your ad representative!

Tips for designing an advertisement for newsprint

Thank you advertising with The Pilot! Designing for newsprint is a little different than for web or even magazine print. Ad design is included with the cost of your ad, but should you choose to design your ad, here are some helpful tips.

For optimum results, please submit ads in PDF format with embedded fonts that have been outlined.

Other formats accepted include:

- JPG
- TIF
- EPS

* Note: when sending flattened JPG or TIF files where type has been rasterized, the printed ad will result in dotted or jagged type. **(Fig 1)**

Ad Creation

For best results, use a design program such as Adobe InDesign, Adobe Illustrator or Quark Xpress. *(The Pilot cannot open Publisher files.)* Using programs such as Microsoft Word or Powerpoint where output quality cannot be controlled may result in a low quality ad that will not translate to newsprint. **Ads submitted in .doc or .ppt files will be reset by Pilot designers.**

Minimum resolutions acceptable: 170 dpi.
Create ads to fit exact ad space. Include border if desired.

For color ads:

Use CMYK color modes, using 100% black text.

Text created with more than one color may result in separation. **(Fig 2)**

Note: Color text may separate with registration. **To reduce color separation, see Fig 5.**

For black and white ads:

Use grayscale color modes. Convert all photos and logos to grayscale mode.

The Pilot designers will convert ads to black and white when necessary, but the quality of the original artwork may be compromised.

Text Size

With any font, keep your font above 7pt. When using script or serif fonts where character widths vary, stay above 9pts. **(Fig 3)**

Sharpen and tone photos

Contrast works well with newsprint. When toning photos in Photoshop, use the Unsharp mask and the levels tool to bring out detail in your photos. **(Fig 4)**

Rich color

When mixing CMYK colors to create hues, use less of each color for a richer result.

For example: A green mix using only 60% Cyan and 100% Yellow will look brighter than one similar that uses percentages of Magenta and Black, which will muddy the mixture. **(Fig 5)**

SUBMISSION GUIDELINES

- **Camera-ready ads are used "as is."** We cannot make corrections to size, content, or body copy. All changes should be made before submitting the disk to us. The ad is imported directly to the page layout.
- **Include all fonts as a backup (in case embedding does not work properly) and a printed sample in case we have to substitute.**
- **Please do not flatten files when saving.** This causes a dot screen pattern to appear in text.
- We can accept files on CDs, jumpdrives, via email and FTP sites. We are also set up to receive Ad-Send and Ad Transit files.
- **When artwork is submitted (including logos), it should be a "clean" original.** Copied or preprinted art with an existing dot-screen does not reproduce well. Likewise, faxes, yellow page cutouts, business cards, and letterheads don't always reproduce sharply. The Pilot adheres to any copyright or trademark infringement laws that apply to printed images.

The following software is available for use by our designers:

InDesign CS6 (preferred); Quark Xpress 7; Photoshop CS6; Illustrator CS6; Acrobat Pro; Microsoft Word (**text ONLY, no embedded images**). **We cannot accept Microsoft Publisher or PowerPoint files.**

If you have any questions about creating and submitting your ad, please contact Kathryn Galloway at 910.693.2509.

INSERT RATES (PER THOUSAND)

(Minimum \$200 charge)

	1X	2-11X	12-36X	37+ X
Single Sheet	\$40	\$35	\$32.50	\$30
2 Broadsheet/4 Tabloid	\$50	\$48	\$47	\$46
4 Broadsheet/8 Tabloid	\$52	\$49	\$47	\$46
6 Broadsheet/12 Tabloid	\$54	\$53	\$52	\$51
8 Broadsheet/16 Tabloid	\$56	\$53	\$52	\$51
10 Broadsheet/20 Tabloid	\$58	\$57	\$57	\$56
12 Broadsheet/24 Tabloid	\$60	\$58	\$57	\$56
14 Broadsheet/28 Tabloid	\$64	\$63	\$62	\$61
16 Broadsheet/32 Tabloid	\$65	\$64	\$63	\$62
18 Broadsheet/36 Tabloid	\$68	\$67	\$66	\$65
20 Broadsheet/ 40 Tabloid	\$72	\$70	\$69	\$68
24 Broadsheet/48 Tabloid and up	\$72	\$70	\$69	\$68

SHIP ALL INSERTS TO:

News & Observer, c/o The Pilot,
1400 Mechanical Blvd, Garner, NC 27529
919-836-4919

CIRCULATION BREAKDOWN BY AREA THE PILOT NEWSPAPER ZONES

ZONE 1 - 28374

PINEHURST **3,379**

ZONE 2 - 28387

SOUTHERN PINES **2,117**

ZONE 3 - 28315/28373

ABERDEEN/PINEBLUFF **825**

ZONE 4 - 28326; 28327; 27259

28347; 27281; 28350; 27325; 27376/28394

MOORE COUNTY **3,089**

ZONE 5 - Includes ALL ZIP CODES

SINGLE COPY **4,814**

TOTAL CIRCULATION 14,224



RATES

INSERTS & SPECIAL SECTIONS

THE PILOT'S THEMED SECTIONS

JAN	Guide to the Sandhills	Tabloid
FEB	Healthcare	Tabloid
MAR	Palustris Festival	Tabloid
	Spring Home & Garden	Tabloid
APR	Spring Car Care	Tabloid
MAY	Carthage Buggy Festival	Tabloid
JUNE	High School Graduation	Broadsheet
	Retirement & Financial Planning	Tabloid
JULY	Robbins Farmers Day	Tabloid
	US Kids Golf	Tabloid
AUG	Best of Moore	Tabloid
OCT	Fall Home Improvement	Tabloid
NOV	Local Christmas Shopping	Tabloid
	Veterans Day Observance	Tabloid
	Christmas Greetings & Events	Tabloid
DEC	Christmas Carols	Tabloid

HOLIDAY PAGES

FEB	Valentine Section	Broadsheet
APR	Easter Church Services	Dbl Truck
MAY	Mother's Day Page	Page
JUNE	Father's Day Page	Page
JULY	Aberdeen 4th of July	Dbl Truck
DEC	Christmas Church Services	Dbl Truck

WEEKLY THEMED PAGES

Pinehurst Varieties	Runs Wednesday
The Marketplace	Runs Wednesday
Health & Wellness	Runs Sunday
Dining Guide	Runs Wednesday
Sandhills Business Directory	Runs Wednesday
Business News Section	Runs Wednesday
Real Estate Market	Runs Sunday

Ask your sales rep for pricing on themed pages.

8 RATES

PINESTRAW MAGAZINE

PineStraw is a monthly glossy magazine for local residents and for out-of-town guests to discover that Moore County is one of the world's most fascinating places.



The wildly popular magazine celebrates the arts, entertainment and culture in Moore County. But we delve into virtually every subject — from features to personality profiles to columns to politics to homes and food. There is an extensive calendar of the current month's events in a chronological, easy-to-read format.

PineStraw informs, entertains and, most important, serves it's readers. This is a publication that maintains a standard of journalistic excellence and editorial integrity with wit and style.

Distributed monthly, PineStraw has 15,000 printed copies and there is a virtual version available at www.pinestrawmag.com. Printed copies are picked up at established local businesses, restaurants, hotels, and gathering places, and in racks. Copies are free to readers.

We also publish **O. Henry Magazine** in Greensboro and **Salt Magazine** in Wilmington.

PINESTRAW PRODUCTION GUIDELINES

Ads should be submitted as electronic files in a PDF or tiff format on a CD or emailed to your ad sales representative. Ads must be in CMYK, exact size, and minimum of 300dpi resolution. A color proof is suggested to ensure correct color printing. Production questions can be directed to Kathryn Galloway at 910.693.2509 or kathryn@thepilot.com. Rates are subject to change. For advertising information contact your Pilot sales representative or Ginny Trigg at 910.693.2481.

* In the event that the advertiser chooses to cancel an ordered ad, the advertiser will be charged a 30% fee for ads cancelled after the camera-ready deadline.

PineStraw

RATES	1X	4X	7X	12X
Full Page	\$1,275	\$1,025	\$975	\$925
2/3 Page	\$950	\$825	\$745	\$695
1/2 Page	\$695	\$595	\$540	\$520
1/3 Page	\$545	\$465	\$440	\$410
1/4 Page	\$445	\$375	\$350	\$330
1/6 Page	\$330	\$265	\$250	\$235
1/8 Page	\$280	\$225	\$205	\$200

GUARANTEED POSITION + 15%

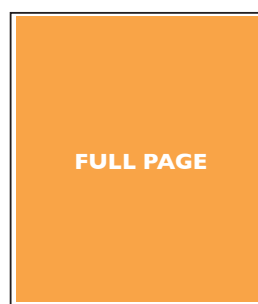
COVERS	1X	3X	6X	12X
Back Page	\$1,550	\$1,475	\$1,375	\$1,295
Inside Front	\$1,550	\$1,475	\$1,375	\$1,295
Inside Back	\$1,300	\$1,200	\$1,150	\$1,075

SPECIAL PAGES

Dining Guide • PineServices • HomeStyles
Fayetteville • Encore • Real Estate
Ask your sales rep for pricing.

SPECIAL PUBLICATIONS

PS Bride & Groom
Lifestyles



Bleed - 10.25" x 12.25"
Trim - 10" x 12"
Live - 9.5" x 11.5"



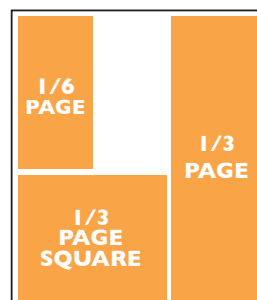
6" x 10.75"



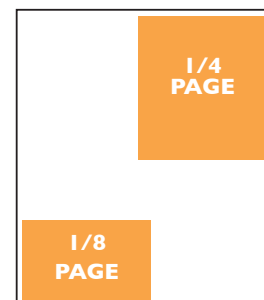
4.25" x 10.75"



9" x 5.25"



1/6v - 2.75" x 5.25"
1/3v - 2.75" x 10.75"
1/3s - 6" x 5.25"



1/4 - 4.25" x 5.25"
1/8 - 4.25" x 2.5"