

# THE PILOT

## 2017 MEDIA KIT

EFFECTIVE JANUARY 1, 2017

*Named America's Best Community Newspaper in 2015 and 2016  
by the National Newspaper Association*

# GENERAL PERSONNEL & POLICIES

## PUBLISHER

**David Woronoff**

910.693.2495 | david@thepilot.com

## ADVERTISING DIRECTOR

**Pat Taylor**

910.693.2505 | pat@thepilot.com

## DISPLAY ADVERTISING SALES REPRESENTATIVES

**Deborah Fernsell**

910.693.2516 | dfernshell@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

**Patty Thompson**

910.693.3576 | patty@thepilot.com

**Ginny Trigg**

910.693.2481 | ginny@thepilot.com

PINESTRAW MAGAZINE SALES COORDINATOR

## DIGITAL ADVERTISING

**Kerry Hooper**

910.693.2489 | kerry@thepilot.com

**Annie Blewett**

910.693.3570 | annie@thepilot.com

## CLASSIFIED ADVERTISING SALES REPRESENTATIVES

**Courtney Bullard**

910.693.2511 | courtney@thepilot.com

**Claire Fields**

910.693.2510 | claire@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 Greensboro and Wilmington, too.

## DIGITAL SALES SERVICES ▼

We offer a host of sophisticated services when it comes to digital, through our First Flight Digital agency. Those include full service web site design, social media management, blogging, video production and YouTube channel setup, search engine optimization, reputation management, content marketing and email marketing. Talk with your sales representative, or call Kerry Hooper at 910-693-2489 for a full consultation of your needs.

## 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.

## WWW.THEPILOT.COM ▼

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

## THE SWAY ▼

A digital newsletter sent to subscribers via email, The Sway is aimed at the millennial market, many of whom prefer to receive news on mobile devices. Sent out twice a week, The Sway will have top stories, local events, and interesting tidbits for this growing audience. Sponsorships available; contact your sales representative for more information.

# ACCEPTABILITY STANDARDS

- The ad option contracted for shall be used exclusively for the advertising of the firm named 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 ad 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](http://www.ThePilot.com)

# RETAIL DISPLAY ADS

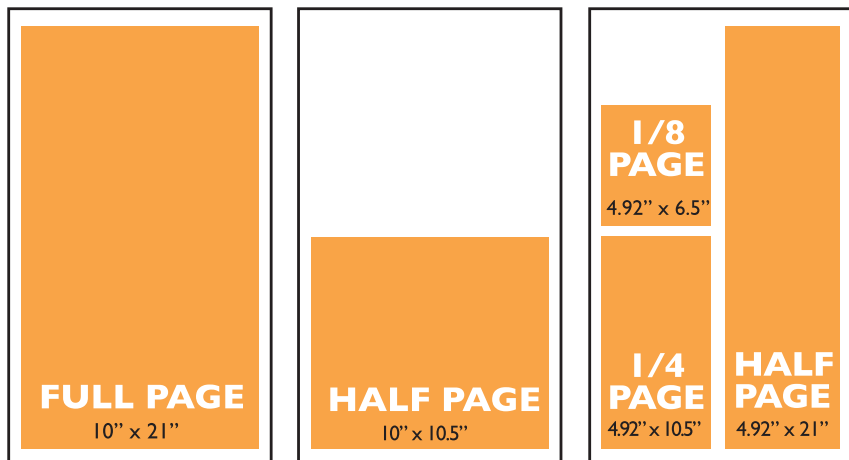
## RATES EFFECTIVE

### JANUARY 1, 2017 - DECEMBER 31, 2017

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

Local Open Retail Rate:	\$13.75/inch
Non-profit and church rate:	\$9.50/inch
Administrative Notice:	\$160.00 Flat (up to 4 runs)
Legal Notice:	\$12.75/inch
National Commissionable Rate:	\$16.50/inch

#### ADVERTISING CHOICES MADE EASY!



#### MODULAR PILOT ADS...including Color!

		Pick up a 2nd ad
Full Page	\$1125.00	\$1687.50
1/2 Page	\$695.00	\$1041.50
1/4 Page	\$410.00	\$615.00
1/8 Page	\$220.00	\$330.00

#### ANNUAL PER COLUMN INCH RATES

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

**Includes Color**

#### \*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

**Includes Color**

Contract rates require a signed contract. Failure to fulfill contract will result in a short rate adjustment.

Contract advertisers get a 10% discount off of all themed section purchases. See page 6 for list of sections.

# RATES

## RETAIL & CLASSIFIED

#### MONTHLY MODULAR PACKAGE RATES

Run a package of four ads within a four-week period and get a discounted flat package rate for all. Publication dates within the time period are flexible. These are a great value that maximize exposure at a great rate, which includes color.

#### 1-2 PUNCH! PROGRAM

Pick up an ad in consecutive issues and get a 50% DISCOUNT on the second ad. Must run consecutive dates. Includes color.

#### ADS YOUR WAY

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

#### PRINT AD DEADLINES

#### 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

#### AD POSITIONING

**POSITION** All ads placed randomly in the page order for press run.

#### 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

#### LATE CANCELLATION FEE:

A late cancellation fee of 15% of the cost of an ad will be charged for ads cancelled after the following times:  
Noon on Monday for the Wednesday edition  
5:00 p.m. Thursday for the Sunday edition

# RATES

MONTHLY MODULAR PROGRAMS

## SPECIAL AD OPPORTUNITIES

### FRONT-PAGE ADVERTISING

front-page POST NOTES

**\$1000** (per run)

- Highly visible
- Exclusivity for date
- Unique marketing tool
- Full-color printing 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)

- Front page of Feature, Business or Sports
- 6 columns wide, 4 inches tall
- High visibility
- Includes color

## MONTHLY MODULAR PACKAGE RATES

Ad Starter Pack, 10" **\$349**

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

**WARM UP \$499**

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



**ALL ADS IN FULL COLOR**

**QUARTER MASTER \$799**

**SAVE OVER 60%**

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



**PLUS**

EXTEND YOUR REACH TO THE FULL PILOT.COM AUDIENCE 8,000 IMPRESSIONS \$50

**PLUS SIZE \$1249**

**SAVE OVER 60%**

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



**PLUS**

MAXIMIZE YOUR CAMPAIGN AND TARGET IN PRINT AND ONLINE 15,000 IMPRESSIONS \$75

**VALUE LOAD \$1549**

**SAVE OVER \$2,200**

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



**PLUS**

MAXIMIZE YOUR CAMPAIGN AND TARGET IN PRINT AND ONLINE 15,000 IMPRESSIONS \$75

**CAN'T MISS \$1849**

**MOST FLEXIBLE**

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



**PLUS**

MAXIMIZE YOUR CAMPAIGN AND TARGET IN PRINT AND ONLINE 20,000 IMPRESSIONS \$100

**AD DOMINATOR \$2149**

**SAVE UP TO 60%**

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



**PLUS**

MAXIMIZE YOUR CAMPAIGN AND TARGET IN PRINT AND ONLINE 20,000 IMPRESSIONS \$100

**SHOUT OUT \$2999**

**SAVE OVER \$3000**

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

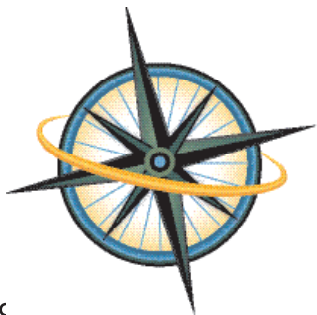


**PLUS**

MAXIMIZE YOUR CAMPAIGN AND TARGET IN PRINT AND ONLINE 25,000 IMPRESSIONS \$125

# 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
<b>SIDEBAR, TOP POSITION</b>			
<small>RUN OF SITE - Ad runs throughout the site</small>			
<b>300 X 250 PIXELS</b>	<b>\$295</b>	<b>\$335</b>	<b>\$375</b>
<b>DOUBLE SKYSCRAPER</b>			
<small>RUN OF SITE - Homepage and in news stories</small>			
<b>300 X 600 PIXELS</b>	<b>\$195</b>	<b>\$240</b>	<b>\$265</b>
<b>PAGE CURL</b>			
<small>Ad runs on homepage only</small>			
<b>500 X 500 PIXELS</b>	<b>\$250</b>	<b>\$260</b>	<b>\$275</b>
<b>BILLBOARD</b>			
<b>600 X 300 PIXELS</b>	<b>\$210</b>	<b>\$240</b>	<b>\$265</b>
<b>LEADERBOARD</b>			
<b>960 X 150 PIXELS</b>	<b>\$325</b>	<b>\$350</b>	<b>\$400</b>

### 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 available

Email: [courtney@thepilot.com](mailto:courtney@thepilot.com) • [claire@thepilot.com](mailto:claire@thepilot.com)

or call 693-2510 or 693-2511



# 5 AD SIZES

## HOW TO MEASURE SPACE

### HOW TO MEASURE PILOT 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 (horizontal)

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)

# RATES

## INSERTS & SPECIAL SECTIONS

### THE PILOT'S THEMED SECTIONS

<b>JAN</b>	Guide to the Sandhills	Tabloid
<b>FEB</b>	Healthcare Spring Home & Garden	Tabloid Tabloid
<b>MAR</b>	Guide to the Sandhills Financial Planning	Tabloid Tabloid
<b>APR</b>	Pets	Tabloid
<b>MAY</b>	Carthage Buggy Festival High School Graduation	Tabloid Broadsheet
<b>JUNE</b>	Girls Day Out	Tabloid
<b>JULY</b>	Robbins Farmers Day US Kids Golf	Tabloid Tabloid
<b>SEPT</b>	Explore Moore Readers Favorites	Tabloid
<b>OCT</b>	Fall Home Improvement Think Pink	Tabloid Tabloid
<b>NOV</b>	Local Christmas Shopping Veterans Day Observance Christmas Greetings & Events	Tabloid Tabloid Tabloid
<b>DEC</b>	Christmas Carols	Tabloid

### 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

### HOLIDAY PAGES

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

Ask your sales rep for pricing on themed pages.

## PREPRINTS

### 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 **3,395**

ZONE 2 - 28387  
SOUTHERN PINES **2,187**

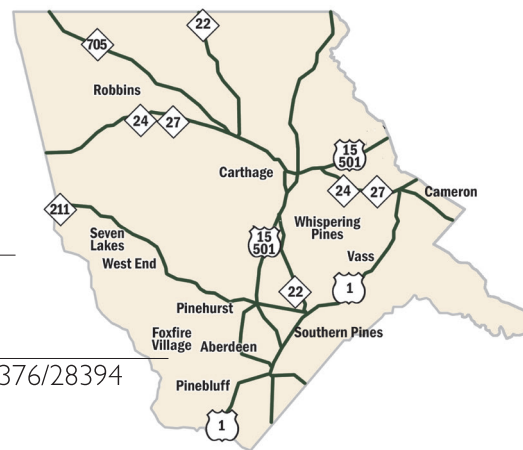
ZONE 3 - 28315/28373  
ABERDEEN/PINEBLUFF **839**

ZONE 4 - 28326; 28327; 27259  
28347; 27281; 28350; 27325; 27376/28394  
MOORE COUNTY **3,540**

ZONE 5 - Includes ALL ZIP CODES  
SINGLE COPY **4,280**

### TOTAL CIRCULATION 14,241

The Pilot is the local newspaper for Moore County, the only newspaper with the household penetration to reach its 90,000 citizens. Moore County is a micropolitan area in the southern half of the county, largely rural in its northern half. It is a regional shopping and dining hub for the counties surrounding it, giving the area a much larger variety of choices than most areas of its size. In addition to being a renowned golf destination attracting golfers from around the world, it has a mixture of urban and agricultural, high culture and down home flavors. The Pilot covers it all, from Robbins to Pinebluff, Seven Lakes to Cameron, and of course America's Home of Golf, Pinehurst, with Southern Pines, Aberdeen and Carthage.



# 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 pick up PDF and EPS files and insert them into their spaces on the news pages relatively quickly, but **we cannot make changes to PDFs** because of the nature of the files.
  - Separate image files used in an ad should be included with the .eps or .pdf file on the disk submitted to The Pilot as backup.
  - 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.

# 7 PRODUCTION

## GUIDELINES & SPECIFICATIONS

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

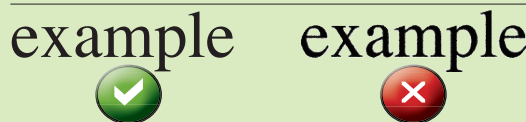


Fig. 2 Left: 100% black vector text. Right: Vector text with 4-color black text out of register.



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.

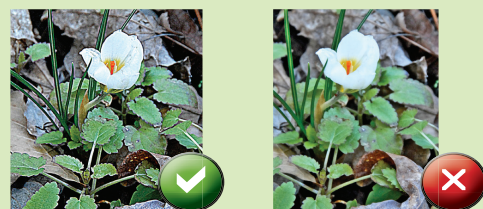


Fig. 5 Left: 2 color built hue. Right: 4 color built hue



**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!

# 8 SIZING

## HOW TO CALCULATE

### THE PILOT

#### FULL PAGE AD

6 COLUMNS x 21 INCHES (10 INCHES x 21 INCHES)  
6 X 21 = 126 INCHES TOTAL

#### HALF PAGE AD (horizontal)

6 COLUMNS x 10.5 INCHES (10 INCHES x 10.5 INCHES)  
6 X 10.5 = 63 INCHES TOTAL

#### HALF PAGE AD (vertical)

3 COLUMNS x 21 INCHES (4.92 INCHES x 21 INCHES)  
6 X 21 = 63 INCHES TOTAL

#### QUARTER PAGE AD

3 COLUMNS x 10.5 INCHES (4.92 INCHES x 10.5 INCHES)  
3 X 10.5 = 31.5 INCHES TOTAL

#### EIGHTH PAGE AD

3 COLUMNS x 6.5 INCHES (4.92 INCHES x 5 INCHES)  
3 X 5 = 15 INCHES TOTAL

#### MISCELLANEOUS SIZES

2 COLUMNS x 5 INCHES (4.92 INCHES x 5 INCHES)  
2 X 5 = 10 INCHES TOTAL

4 COLUMNS x 5 INCHES (6.61 INCHES x 5 INCHES)  
4 X 5 = 20 INCHES TOTAL

1 COLUMNS x 4 INCHES (1.53 INCHES x 4 INCHES)  
1 X 4 = 4 INCHES TOTAL

### TAB SIZES

#### FULL PAGE AD

4 COLUMNS x 10 INCHES (10 INCHES x 10 INCHES)

#### HALF PAGE AD (horizontal)

4 COLUMNS x 4.8 INCHES (10 INCHES x 4.8 INCHES)

#### HALF PAGE AD (vertical)

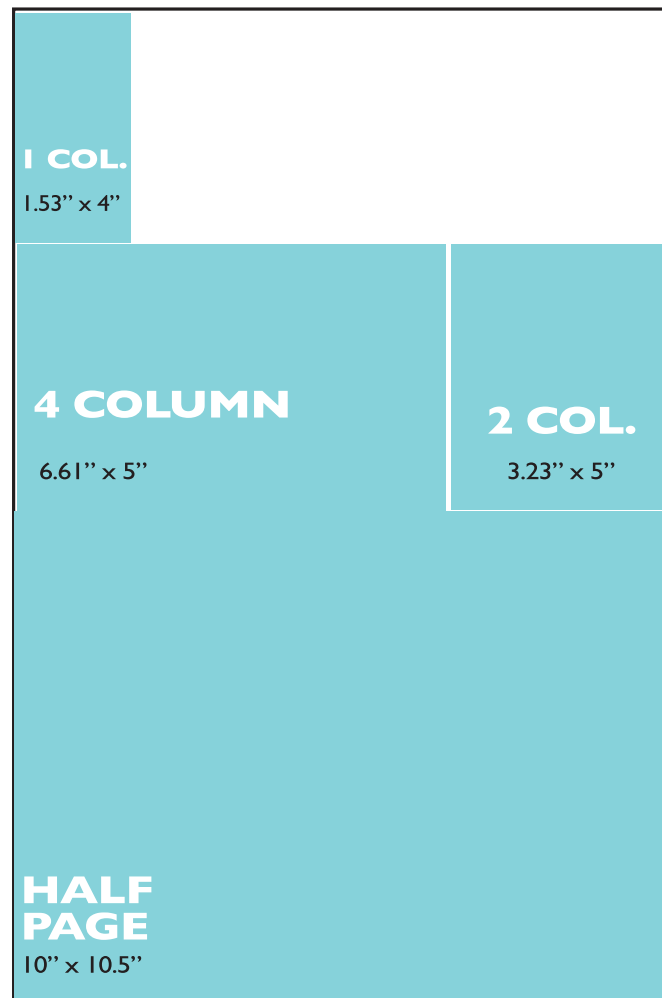
2 COLUMNS x 9.8 INCHES (4.92 INCHES x 10 INCHES)

#### QUARTER PAGE AD

2 COLUMNS x 4.8 INCHES (4.92 INCHES x 4.8 INCHES)

#### EIGHTH PAGE AD

2 COLUMNS x 2.35 INCHES (4.92 INCHES x 2.35 INCHES)



### How do I place a classified ad?

Call The Pilot office and place an ad over the phone with one of our Classified Advertising Representatives. Any ad, including employment ads, can be handled over the phone or via email. Our Advertising Representatives can offer helpful advice in how to create the most effective advertisement possible.

If you're interested in placing an ad that is not an employment ad, you may also do so with our online service (go to [thepilot.com](http://thepilot.com) and select "classifieds" and then "place ad").

### Classified Advertising Representatives:

**Courtney Bullard**, 910-693-2511 [courtney@thepilot.com](mailto:courtney@thepilot.com)

**Claire Fields**, 910-693-2510 [annie@thepilot.com](mailto:annie@thepilot.com)

### Legal Advertisements

(subject to rates and deadlines not included in this FAQ):

**Michele Bungarz**, 910-692-7271 or [legals@thepilot.com](mailto:legals@thepilot.com)

### What types of advertisements are available?

A classified line ad is subject to standard formatting and is only one column in width. While there are upgrades you can purchase for additional exposure, like a border or background color, if you're looking for something more customized, you may want to consider a display ad.

A display ad can feature different fonts, colors and graphics. Design services are complimentary with the purchase of an ad, and ads are personalized according to the request of the client.

**Proofs of all ads are provided to ensure that your advertisement is exactly as you would like it before it goes to print.**

### How much does it cost?

The number of lines in the advertisement determines the price of a classified line ad. The length of a line can vary depending on the words and spacing. We estimate that there are approximately 25 spaces per line. Real Estate and Employment ads are subject to slightly higher rates. If you have your ad text ready, please call for pricing. Highlight colors and borders are subject to additional fees.

The rate also depends on the number of issues you'd like to run the ad. The price decreases the more you consecutively run the ad.

**Display ads are sold at the open ad rate of \$13.75 per column inch. Additional fees apply for color, and employment ads. Multiple ad package rates apply.**

### How much does it cost to place my ad online as well as in print?

Our ad reps will quote you a price that includes both; you will receive full exposure in print and online for one price.

### Can I include my logo or a photo? Yes.

Logos and/or photos can easily be included in a display ad for no extra charge. Please send files for such ads as a high resolution CMYK .eps or .pdf file. To include a logo or photo for your line ad, there is a \$5 up charge, in addition to the lineage that is added. Photos are cropped by our Advertising Representatives to fit 1 column by 1 inch.

### Can I place my ad only online or only in print?

By using the online service at [thepilot.com](http://thepilot.com), you can place any non-employment ad online without a print component. Employment ads are only available to run both in print and online. All print ads also appear online.

### How can I pay for my advertisement?

#### Can you bill me?

We accept cash, check, MasterCard, Visa or American Express as payment for ads. You are also welcome to visit our office to place your ad and pay in person.

If you are registered with us as a commercial account, we can bill you. In order to become a commercial account, we'll be happy to help you fill out a credit application.

### When are the deadlines for submission of Classified Advertisements?

#### For the Wednesday issue:

Classified Liners- Tuesday by 11am

Classified Displays- Monday by 12pm

#### For the Sunday issue:

Classified Liners: Friday by 11am

Classified Displays- Thursday by 12pm

### Are there any ads that are run at no charge?

Yes, the following ads run for two issues at no charge:

- Lost & Found (items)
- Lost & Found (animals)
- \$300 & Under Merchandise (please see rules below)
- Free Items

### What are the rules to place a free ad in the "\$300 & under" category?

- One item or set of items for one price per ad
- 3 lines or less
- Private party ads only
- No animals, golf balls, or craft items.
- One week for free per item (additional weeks are \$8.75)
- Limit of one per household per week

### Can my ad be listed at the top of the category?

Ads are placed onto the pages alphabetically and are only adjusted for layout spacing purposes. We do not offer a paid premium in the Classified Section.

### What are the options for listing a job advertisement?

All jobs are printed in the paper and on the "Jobs" page on [thepilot.com](http://thepilot.com). On your receipt or statement, you may notice a "Job Network" line, which indicates [thepilot.com](http://thepilot.com) weekly placement fee and is factored into the final advertising package cost.

# 10 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 here in Moore County & Sandhills. But we delve into virtually every subject — from features to personality profiles to columns 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 its 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](http://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 Mechelle Butler at 910.693.2461 or [mechelle@thepilot.com](mailto:mechelle@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 15% fee for ads cancelled after the camera-ready deadline.

# PineStraw

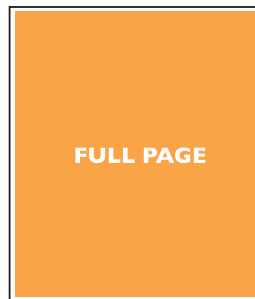
RATES	1X	4X	7X	12X
Full Page	\$1,300	\$1,075	\$1,015	\$945
2/3 Page	\$980	\$870	\$800	\$715
1/2 Page	\$715	\$640	\$575	\$535
1/3 Page	\$550	\$500	\$470	\$420
1/4 Page	\$450	\$400	\$380	\$340
1/6 Page	\$340	\$295	\$280	\$240
1/8 Page	\$285	\$250	\$230	\$205

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

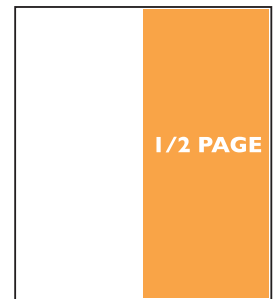
Dining Guide • PineServices • HomeStyles  
Fayetteville • Encore • Real Estate • Sanford • Arts & Culture  
*Ask your sales rep for pricing.*



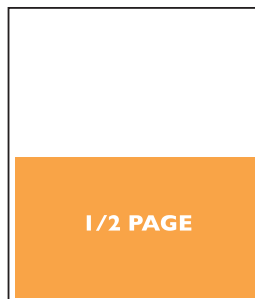
Bleed - 10.25" x 12.25"  
Trim - 10" x 12"  
Live - 9.5" x 11.5"



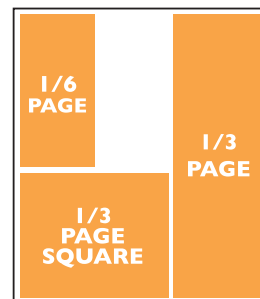
6" x 10.75"



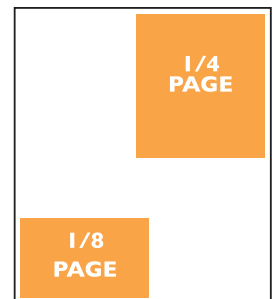
4.25" x 10.75"



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"

### SPECIAL PUBLICATIONS

PS Bride & Groom

PS Profiles

## EXPLORE MOORE: GUIDE TO THE SANDHILLS

SIZE/POSITION	PRICE	DIMENSIONS
<b>Center Spread</b>	<b>\$1500</b> Full Color	20.75" w x 10.25" h
<b>Back Cover</b>	<b>\$1095</b> Full Color	Bleed 11.25" w by 11.5" h
<b>Inside Front</b>	<b>\$1050</b> Full Color	Trim 10.75" w by 11" h
<b>Inside Back Cover</b>	<b>\$1000</b> Full Color	Live Area 10" w by 10.2" h
<b>Full Page</b>	<b>\$895</b> Full Color <b>\$795</b> Black & White	10" w by 10" h
<b>Half Page</b>	<b>\$625</b> Full Color <b>\$550</b> Black & White	Horizontal: 10" w by 4.875" h Vertical: 4.85" w by 10" h
<b>Quarter Page</b>	<b>\$395</b> Full Color <b>\$345</b> Black & White	4.85" w by 4.875" h
<b>Worship Directory</b>	<b>\$80</b> Full Color	3" w by 2" h

## PS BRIDE & GROOM

RATES	Magazine Only	Annual Package
<b>Full Page</b> 6" w x 9" h Trim, 6.25" w x 9.25" h Bleed, 5.75" w x 8.5" h Live Area	<b>\$549</b>	<b>\$1,249</b>
<b>Covers</b>	<b>\$649</b>	<b>\$1,349</b>
<b>Half Page</b> Horizontal 5.5" w x 4" h, Vertical 2.65" w x 8.25" h	<b>\$329</b>	<b>\$1,049</b>
<b>Quarter Page</b> 2.65" w x 4" h	<b>\$229</b>	<b>\$929</b>

## LIFESTYLES MAGAZINE

### Member Rates

<b>Two Page Spread</b> .....	<b>\$2500</b>
<b>Back Cover</b> .....	<b>\$2700</b>
<b>Inside Front Cover</b> .....	<b>\$2250</b>
<b>Inside Back Cover</b> .....	<b>\$2150</b>
<b>Special Pages (restaurants, towns, etc.)</b> .....	<b>\$275</b>
<b>Full Page</b> .....	<b>\$1575</b>
<b>1/2 Page</b> .....	<b>\$1200</b>
<b>1/4 Page</b> .....	<b>\$850</b>
<b>1/8 Page</b> .....	<b>\$500</b>
<b>Premium Full Page (limited)</b> .....	<b>\$1815</b>

### Non-Member Rates

<b>Two Page Spread</b> .....	<b>\$2875</b>
<b>Back Cover</b> .....	<b>\$3000</b>
<b>Inside Front Cover</b> .....	<b>\$2500</b>
<b>Inside Back Cover</b> .....	<b>\$2400</b>
<b>Special Pages (restaurants, towns, etc.)</b> .....	<b>\$325</b>
<b>Full Page</b> .....	<b>\$1800</b>
<b>1/2 Page</b> .....	<b>\$1350</b>
<b>1/4 Page</b> .....	<b>\$975</b>
<b>1/8 Page</b> .....	<b>\$600</b>
<b>Premium Full Page (limited)</b> .....	<b>\$2000</b>

### Member Directory Listings

<b>4" Enhanced Listing</b> .....	<b>\$500</b>
<b>Super Bold</b> .....	<b>\$200</b>
<b>Bold</b> .....	<b>\$150</b>
<b>Additional Listing</b> .....	<b>\$100</b>

# RATES

## SPECIAL PUBLICATIONS

The Pilot brings you **Explore Moore**, our annual award-winning guide to the Sandhills. The 13th edition returns this January with a refreshed look and offers loads of information about Moore County in an easy-to-read and eye-catching format. There's the history of our area, as well as what to see and do to get the most out of your life here in the Sandhills. Distribution is year round and will publish on **Sunday, January 31st, 2016. Circulation: 20,000**



## PS Bride & Groom

Convenient 6" x 9" pocketbook sized format 7,000 copies distributed throughout Moore County including the 2016 Bridal Expo and the Fayetteville Bridal Expo to reach local brides.



## LifeStyles Magazine

LifeStyles is the Chamber's award-winning response piece which showcases our region and great quality of life to all prospective new residents. Sections on each town, recreation, health care, education, the arts, the military, and much more are included in a comprehensive look at Moore County, targeted to visitors and newcomers. LifeStyles also includes a directory of chamber member businesses. Distributed at area hotels, restaurants, real estate offices, the Fort Bragg Relocation Center, the Fort McPherson Relocation Center and the Chamber Visitor Center.



Moore County  
**CHAMBER**  
ADVANCING COMMERCE & COMMUNITY

# WE OFFER A FULL SUITE OF DIGITAL AND SOCIAL MEDIA SERVICE



First Flight Digital is the digital marketing wing of The Pilot newspaper.

We believe online marketing should be easy, affordable and effective for everybody. Let us do the heavy lifting, staying up to date on the latest tools and techniques — and bringing you more customers.

*Our team offers strategic, creative, and technical development of digital marketing campaigns. Whether you're hoping to increase your online search presence, need a local social media expert, or are in the market for a full website design, we have you covered. With our roots as media*

*leaders across North Carolina, we're able to use our expertise and local know-how to provide you with unique solutions that maximize your return on investment. As your local experts, we understand your needs and your community.*

## **Our services include:**

- Custom Website Design
- Social Media Management for Facebook, Instagram, Pinterest, Twitter, Google+, and LinkedIn
- Improving your Search Engine Optimization by utilizing on and off page best practices
- Online reputation management and strategies for gaining new reviews
- Target Marketing on search engines, social media sites, and site retargeting.
- Cross-channel event promotion
- Email and text message content marketing
- Mobile app development

Let us provide you with a visibility analysis to determine areas in your digital footprint that could use improvement. After an initial meeting, we provide custom proposals to fit the needs and desires of the client with an actionable strategy to grow businesses and get found online!

Contact your advertising representative today to learn more, or reach out to our digital team:

Kerry Hooper, General Manager [Kerry@firstflightdigital.com](mailto:Kerry@firstflightdigital.com)  
Annie Arroyo, Digital Accounts Manager [Annie@firstflightdigital.com](mailto:Annie@firstflightdigital.com)

(910) 693-2489 • [www.FirstFlightDigital.com](http://www.FirstFlightDigital.com)

 /firstflightdigital

 @1stflightdgitl

