38 Years of Award-Winning Journalism

The INDY is the Triangle’s best source for thought-provoking, in-depth local news, culture, politics, and arts and entertainment coverage.

The INDY’s readership is one of the most engaged audiences in the country. We have thousands of dedicated readers who support the INDY through our INDY Press Club, contributing directly to the paper to ensure a better community through better journalism.

Our local businesses proudly display the window decals and plaques they earn as winners and finalists in our Best of the Triangle Readers Poll. This is by far the largest and most respected contest of its kind in the Triangle, generating hundreds of thousands of votes every year.

“Local journalism is the key to knowing what’s going on in Durham. Having reporters who cover politics, art, food, and news helps me stay informed. In a time when local newsrooms are understaffed, I’m glad to help keep the INDY keep covering the stuff that matters to me.”

Rochelle Sparko
Durham resident, Press Club member
Every Wednesday, *INDY Week* distributes 25,000 newspapers to over 500 locations throughout the Triangle—inside and outside of local retailers, restaurants, libraries, and other hotspots. More than 90,000 smart, engaged people read the *INDY* every week.

*INDY*week.com receives about 750,000 pageviews per month. Our website is supported by aggressive social media and digital newsletter programs. Our newsletters reach more than 35,000 opt-in readers a week. Our social-media brands have more than 100,000 followers. With 28,000 followers on Instagram, 25,000 on Facebook, and 75,000 on Twitter, the *INDY* can spread the word like no other Triangle-based publication.

### Demographics

#### Income

- **60%** over $50K per year
- **29%** over $100K per year

#### Education

- **85%** have some college experience
- **35%** have graduate degrees

#### Age

- **30%** under 35
- **60%** over 35

2x more likely to be restaurant visitors than national average

2x more likely to visit university websites than national average

5x more engaged with local news than the national average

2x more likely to be engaged with arts and entertainment than the national average

"*INDY* Week has been an integral part of NS2’s advertising efforts in the Raleigh/Durham area for many years, and we love working with them! They are a great partner and have helped us immensely in creating awareness of the concerts and comedy shows NS2 brings to the area."

Caitlin Taranto
Marketing Manager for National Shows 2
The *INDY* provides numerous ways to get your message to the Triangle. Bundled packages using print, digital, and social media perform the best for our advertisers.

**Print**

People LOVE to read a newspaper! Print is still the most trusted source for information, according to surveys. Print is **tangible**; it has a **lasting impact** on readers. More people take action from print than from any other advertising format. Check out our discounted rates for frequent advertisers!

**Special Advertising Sections**

Monthly advertising sections dedicated to specific topics include *INDY* Animals, Non-Profits, and more. Contact us for discounted annual rates.

**Classified Advertising**

Wedding announcement? Now hiring? Our classified and Back Page sections are highly visible and extremely affordable.

**Business Spotlight**

Want to tell your unique story directly to our readers? Write your own 300 word “spotlight” in any issue.

**Freestanding Inserts**

Do you have your own preprinted materials? We offer inserts into our weekly paper. Readers love being able to take a flyer with them when they’ve finished reading the paper. **Inserts are stuffed into all 25,000 copies.**

**Mountains to Coast Ad Network**

Want to reach up to 5 million Carolinians? Ask about our regional partnerships in Asheville, Greensboro, Charlotte and Charleston, SC. One stop pricing, placement, and billing!

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advertising@indyweek.com  /  919-286-1972  /  PO Box 1772 Durham, NC 27702
The INDY provides numerous ways to get your message to the Triangle. Bundled packages using print, digital, and social media perform the best for our advertisers.

### Newsletters

We offer a variety of newsletters throughout the week. Each newsletter has only a sole advertiser. **You have 100% share of voice.**

- **Sponsored e-blasts**  *Mondays & Tuesdays*
  
  Sole content is your ad

- **INDY Insider**  *Wednesday*
  
  Provides a recap of the week’s paper

- **INDY Events**  *Thursday*
  
  Gives readers a guide to upcoming events

- **INDY Arts & Culture**  *Friday*
  
  A weekly round down of Triangle art & culture.

- **INDY Daily**  *Daily*
  
  The INDY’s personal tour of morning headlines

Our newsletters go out to 35,000+ opt-in subscribers.

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### Website

Our website offers numerous options at varying price points to promote your brand. INDYweek.com gets more than 750,000 pageviews per month. Book your advertising spots early, as there’s limited space, and they go quickly!

### Social

Last-minute event? Use Twitter (75K+ followers), Instagram (28K+), and Facebook (25K+) to get the word out. Social promotions are a wonderful way to reinforce your current branding campaigns.

### Sponsored Content

Write your own promotional article to tell your story. This is given a premium location on our website for 2 weeks and then lives on forever on our site!

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### INDY Passport

Launch giveaways, contests, rewards, and special events to our dedicated INDY Press Club. Reach our “die-hard” fans through this one-of-a-kind membership reward model.

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*I just wanted to report that we had higher than expected results from our dedicated email with you guys. Both in terms of traffic driven as well as actions taken, so very exciting!*

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Katherine Scott
Communications Coordinator,
Carolina Friends School
**Production Specs**

**Email:**
Email electronic files to your INDY marketing executive. Be sure to include the ad name and run date in the subject line of the email.

**Color:**
All ads should be in CMYK color build. Any spot colors will be processed as CMYK.

**Size:**
Ads must be at least 300 dpi and built to the accurate canvas size.

**Preferred formats:**
PDF
TIFF
JPEG
If sending a layered PDF from Adobe Illustrator, please outline all text and include images.

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**Print Ad Sizes (width x height)**

- **Double Truck**
  - 20.75" x 10"

- **Full**
  - 10" x 10"

- **3/4 page (V)**
  - 7.45" x 10"

- **3/4 page (H)**
  - 10" x 7.45"

- **9/16 page**
  - 7.45" x 7.45"

- **1/2 page (V)**
  - 4.9" x 10.0"

- **1/2 page (H)**
  - 10" x 4.9"

- **3/8 page (V)**
  - 4.9" x 7.45"

- **3/8 page (H)**
  - 7.45" x 4.9"

- **1/4 page (SQ)**
  - 4.9" x 4.9"

- **1/4 page (H)**
  - 10" x 2.35"

- **1/4 page (V)**
  - 2.35" x 10"

- **3/16 page (SQ)**
  - 4.9" x 3.62"

- **3/16 page (H)**
  - 7.45" x 2.35"

- **3/16 page (V)**
  - 2.35" x 7.45"

- **1/8 page (V)**
  - 2.35" x 4.9"

- **1/8 page (H)**
  - 4.9" x 2.35"

- **1/16 page (SQ)**
  - 2.35" x 2.35"

- **1/16 page (H)**
  - 4.9" x 1.075"
Billboard and Leaderboard sizes are required in multiple sizes to accommodate scaling from desktop to mobile view.

**IMPRESSIONS**

- **200,000** Average monthly visitors
- **750,000** Average monthly pageviews

**WEBSITE ADS RUN MONDAY THROUGH SUNDAY.**

**Website Ad Sizes** (width x height)

**Billboard 100**
- 100% Share of Voice
- Located **above** Navigation Bar
- 970 x 250 pixels
- 728 x 90 pixels
- 300 x 100 pixels

**Leaderboard 100**
- 100% Share of Voice
- Located **below** Navigation at top of site
- 970 x 90 pixels
- 728 x 90 pixels
- 300 x 100 pixels

**Big Box 20**
- 20% Share of Voice
- Floats **above** the calendar or **top right** side of site
- 300 x 600 pixels

**Preferred formats:**
- GIF or JPEG (72 dpi, RGB)

**File Size:**
- Less than 1MB

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**Walgreens Will Offer COVID Vaccines at Eleven Durham Stores**

By Thomas McQuade  |  Feb 25, 2021  |  NEWS

Durham residents will now be able to receive COVID-19 vaccinations at various Walgreens locations across the country, but they’ll have to make an appointment.

On Friday, during a meeting of Durham’s Recovery and Renewal task force, Durham County health director LeDonya Jenkins said the pharmacy chain will administer 100 vaccines per week at business locations throughout the county.

“We’re certainly happy about 100 vaccines,” Jenkins said.

Vaccine supplies are limited globally, nationally, and locally, Jenkins noted, and as a result, will affect the county’s ability to get it out to the community.
**Newsletter Ad Sizes (width x height)**

**Newsletters**
Newsletters require 2 sizes as your ad is displayed at the top and bottom of the newsletter.
- 300 x 100 pixels
- 300 x 600 pixels
- Link URL

**Sponsored E-Blast**
Exclusive advertiser ownership
- 600 x 800 pixels
- *Include*: subject line and optional 3-4 sentences of copy
- Link URL

**Acceptable formats:**
GIF, JPEG, PNGs (no Flash) (72 dpi, RGB)

**Acceptable formats:**
JPEG (72 dpi, RGB)

**Social Media Ad Sizes (width x height)**

**Instagram**
- 1080 x 1080 pixels
- 2-3 sentence caption
- Link URL

**Facebook**
- 1200 x 628 pixels (1.91:1 aspect ratio)
- 2-3 sentence caption
- Link URL

**Twitter**
- 1200 x 628 pixels (1.91:1 aspect ratio)
- 273 character limit
- Link URL

**35,000+ newsletter subscribers**
**75,000+ Twitter followers**
**25,000+ Facebook and Instagram followers**
### Ad Deadlines

**Print**

- **Ad Space**
  - Noon on the **Friday** prior to publication.

- **Production Artwork**
  - 2 p.m. on the **Thursday** prior to publication.

- **Camera-Ready Ads:**
  - 2 p.m. on the **Friday** prior to publication.

**Guaranteed Print Positions 15% Premium**

Call your INDY Week marketing executive to check availability, or email advertising@indyweek.com.

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**Digital**

- **Ad Space**
  - **Three business days** prior to start date.

- **Production Artwork**
  - **Three business days** prior to start date.

- **Camera-Ready Ads**
  - **One business day** prior to start date.

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**AD Payment Schedule**

Pre-payment can be provided by check or credit card. You may choose to pay for several ads at one time or pay for each ad prior to its run date.

<table>
<thead>
<tr>
<th>Print</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Friday</strong> prior to publication.</td>
<td><strong>Three business days</strong> prior to start date.</td>
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**Design Services**

- Design Services are offered at no additional cost including **up to two revisions**. Additional charges may apply after that.

- In-house designed products need to be finalized **the Friday before publication**.

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