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 S.*  
*Durham resident, Press Club member*
Every other week, the INDY distributes 14,000 newspapers to over 350 locations throughout the Triangle—inside and outside of local retailers, restaurants, libraries, and other hotspots. More than 100,000 smart, engaged people read the INDY every week.

INDYweek.com receives about 3 million pageviews per month. Our website is supported by aggressive social media and digital newsletter programs. Our newsletters reach more than 28,000 opt-in readers a week. Our social-media brands have more than 130,000 followers. With 23,000 followers on Instagram, 27,000 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

**Age**

- 34% under 35
- 42% 35-54
- 24% 55+

**Reach**

“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 T.
Marketing Manager
for National Shows
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. 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!

**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.

**Mountains to Coast Ad Network**

Want to reach up to 5 million Carolinians? Ask about our regional partnerships in Ashville, Greensboro, Charlotte and Charleston, SC. One stop pricing, placement, and billing!
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 & Sundays**
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 Field Guide**

**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 28,000+ opt-in subscribers with an average open rate of 45%!*

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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 - 3,000,000 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 (32K+), and Facebook (27K+) to get the word out. Social promotions are a wonderful way to reinforce your current branding campaigns.
**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

**1/2 page (V)**
4.9” x 10.0”

**1/2 page (H)**
10” x 4.9”

**1/4 page (SQ)**
4.9” x 4.9”

**1/4 page (H)**
10” x 2.35”

**1/8 page (V)**
2.35” x 4.9”

**1/8 page (H)**
4.9” x 2.35”

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**WE DO NOT ACCEPT PUBLISHER OR WORD FILES.**

**DO NOT INCLUDE BLEED ON ANY FILES.**
IMPRESSIONS

3,000,000
AVERAGE MONTHLY VISITORS

WEBSITE AD SIZES (width x height)

Web ads are required in multiple sizes to accommodate scaling from desktop to mobile view

Website ads run Monday through Sunday.

SIZES (SHARE-OF-VOICE):

- **Billboard 100** (100% SOV)
  - 970x250 pixels
  - 970x90
  - 728x90
  - 320x100

- **Homepage In-Content** (100% SOV)
  - 300x250 pixels
  - 320x100
  - 728x90
  - 970x250

- **Footer/Mobile Sticky Footer** (100% SOV)
  - 320x100 pixels
  - 970x90
  - 728x90

- **In-Article** (25% SOV)
  - 300x250 pixels
  - 728x90

- **Sidebar** (25% SOV)
  - 300x600 pixels
  - 300x250

- **Sidebar Sticky** (25% SOV)
  - 300x600 pixels
  - 300x250

Preferred formats:
- GIF or JPEG (72 dpi, RGB)
- File Size: Less than 1MB

A Cut-to-Order Cheese Shop Comes to Carrboro

After years of making their craft at local pop-ups, cheesemongers Michelle and Brian Wolfe are bringing their selection of small-batch, artisanal cheese to Gladysville.

The Cheese Shop opened on March 1st and will be open three days a week: Thursday through Sunday. From 11 a.m. to 6 p.m.

The Wolfe-owned shop, which moved from Raleigh in 2020 and located The Cheese Shop in 2022, after acquiring the long-standing business that operates through the pop-up, as well as other small and monthly cheese clubs. The couple is bringing a more affordable and accessible touch to the area.

"A lot of people don’t understand the difference between a cut-to-order shop and a traditional cheese counter," Wolfe says. "We’re committed to offering a variety of products at different price points, making it accessible to all.

The couple’s new location offers a 300-square-foot store adjacent to Gladysville’s wine shop and features a case of cheeses from Emerald Hills Farm in Wake County. They are pleased with their new location and hope to expand the menu in the future.

For more information, visit the shop at 222 S. St. Mary’s Rd., Carrboro, NC 27510, or call 919-695-4848.
**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 250
- 300 x 600
- 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)

**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

**Acceptable formats:**
JPEG (72 dpi, RGB)
<table>
<thead>
<tr>
<th><strong>PRINT</strong></th>
<th><strong>Ad Deadlines</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Ad Space</strong></td>
<td>Noon on the Thursday prior to publication.</td>
</tr>
<tr>
<td><strong>Production Artwork</strong></td>
<td>Noon on the Thursday prior to publication.</td>
</tr>
<tr>
<td><strong>Camera-Ready Ads:</strong></td>
<td>2 p.m. on the Friday prior to publication.</td>
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</tbody>
</table>

**GUARANTEED PRINT POSITIONS 15% PREMIUM**
Call your *INDY Week* marketing executive to check availability, or email advertsing@indyweek.com.

<table>
<thead>
<tr>
<th><strong>DIGITAL</strong></th>
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<tbody>
<tr>
<td><strong>Ad Space</strong></td>
<td>Three business days prior to start date.</td>
</tr>
<tr>
<td><strong>Production Artwork</strong></td>
<td>Five business days prior to start date.</td>
</tr>
<tr>
<td><strong>Camera-Ready Ads</strong></td>
<td>Three business days prior to start date.</td>
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</tbody>
</table>

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<tr>
<th><strong>AD PAYMENT SCHEDULE</strong></th>
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<tbody>
<tr>
<td><strong>Print</strong></td>
<td>Digital</td>
</tr>
<tr>
<td>Print</td>
<td>Three business days prior to start date.</td>
</tr>
</tbody>
</table>

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>
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<th><strong>DESIGN SERVICES</strong></th>
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<td><strong>Design Services</strong></td>
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<tr>
<td>Design Services are offered at no additional cost including up to two revisions. Additional charges may apply after that. 15% upcharge for more than 2 revisions.</td>
<td>In-house designed products need to be finalized the Friday before publication.</td>
</tr>
</tbody>
</table>