



# ADVERTISERS KEY DATES & OPPORTUNITIES

Voting timelines, ballot participation, and advertising options for Best of the Triangle campaigns.

Winning “Best of the Triangle” has been a coveted honor for the last 25 years.

The **INDY Best of the Triangle** Readers’ Poll is year-round by county—Wake County, Durham County, and Orange/Chatham Counties. At the end of the year, the winners of each region will go head-to-head to claim the title of “Best of the Best of the Triangle”.

In order to streamline the contest for both our readers and the businesses participating, we have eliminated the traditional Nominating Round. Each county will have only ONE voting period - resulting in 1 winner and 2 runner ups for each category. This should allow you more time to build effective campaigns to drive votes from your customers.

When the Ballot opens, please nominate yourself so readers will see you on the Ballot.

## KEY DATES BY MARKET

County / Market	Voting Opens	Voting Closes	Winners Announcement	Advertiser RSVP Due (2 wks prior)	Ad Submission Due (1 wk prior)
Orange County	1/21	2/28	4/22	4/8	4/15
Durham County	4/22	6/1	7/1	6/17	6/24
Wake County	7/22	8/26	9/23	9/9	9/16
Triangle-Wide	9/30	11/11	12/9	11/25	12/2

## BALLOT ADVERTISING (Digital)

Option	Cost*	Placement	Specs
Category Sponsor	\$150	Appears next to your category	300x600, 300x250 + URL
Section Leader Sponsor	\$100	Appears at bottom of category group	728x90, 300x50 + URL
Section Interstitial Sponsor	\$250	Appears between ballot screens	970x250, 300x600
Profile Card	\$75	Business profile visible on ballot	Logo, images & business info

## PRINT ADVERTISING (Winners Issue)

Ad Size	Cost*	Placement	Specs
Full page	\$1200	Within special pull-out advertising section alongside winner listings	10" x 10"
1/2 page	\$600		4.9" x 10"
1/4 page	\$300		4.9" x 4.9"
1/8 page	\$175		2.35" x 4.9"

## BALLOT PARTICIPATION

There are two opportunities to Sponsor/Underwrite the entire Ballot for each county. These options include logo placements, promotions within the Ballot and additional **INDY** advertising products. Please reach out for more details.

*\*All pricing reflects camera ready artwork*



**INDY**

Contact your ad rep for more information  
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