



**notesCarolinas**



# online + print media kit

[qnotescarolinas.com](http://qnotescarolinas.com) • serving the LGBTQ community since 1986

Since 1986, **qnotes** has been bringing news to the LGBTQ community in the Carolinas. With over 35 years of experience, we know how to connect with the audiences you wish to target with your advertising. We have braved the storms of changing media and news consumption. Allow our unique presence, networking and community service to power your next ad campaign.

## Contact Us

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**News Tips** (article submissions): [editor@qnotescarolinas.com](mailto:editor@qnotescarolinas.com)

**Marketing & Sales** (ad rates, placement): [adsales@qnotescarolinas.com](mailto:adsales@qnotescarolinas.com)

**National Sales/Rivendell Media**: 212-242-6863, [info@rivendellmedia.com](mailto:info@rivendellmedia.com)

**Production** (ad material submissions): [production@qnotescarolinas.com](mailto:production@qnotescarolinas.com)

**Mailing Address**: P.O. Box 221842, Charlotte, NC 28222

**Shipping Address**: 920 Central Ave., Charlotte, NC 28204

**Phone**: 704-531-9988

**Fax**: 704-531-1361

## The Carolinas

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- By population, **Charlotte is the 15th largest city** and **North Carolina is the 9th largest state** in the U.S. (U.S. Census)
- Charlotte is the **2nd largest banking center** in the U.S.
- Charlotte has the **largest LGBTQ population** between Atlanta and D.C.
- Charlotte is the **5th fastest growing city** in the U.S. (U.S. Census)
- **4% of North Carolina's** population identifies as **LGBTQ** (Williams Institute)
- By total movements, **Charlotte Douglas International Airport** is the **6th largest airport** in the U.S. (Airports Council International)
- The **N.C. Triangle** (Raleigh, Durham, Chapel Hill) is home to three major universities: **N.C. State, Duke and Chapel Hill**

# Readership Demographics

## Gender Identity

Survey participants could select multiple options

Woman	35%
Man	57.5%
Cisgender	27.1%
Trans Woman	4.2%
Trans Man	2.8%
Transgender	4.7%
Intersex	0.9%
Non-Binary	3.7%
Genderqueer	1.9%
Genderfluid	2.8%
Two Spirit	2.8%
Gender-Nonconforming	3.3%
Questioning	0.5%
Other	1.9%

## Sexuality

Survey participants could select multiple options

Lesbian	26.2%
Gay Woman	11.2%
Gay Man	52.8%
Bisexual	17.3%
Biromantic	0.5%
Bi+	2.3%
Pansexual	7.5%
Panromantic	0.5%
Demisexual	2.3%
Same Gender Loving	4.7%
Asexual	.9%
Queer	19.6%
Straight	1.9%
Other	0.9%
Prefer Not to Answer	0.5%

## Age

21-30	9.4%
31-40	16.8%
41-50	15.3%
51-60	23.4%
61-70	25.6%
71+	9.2%

- Our audience is affluent, educated and active in their communities. They are loyal to LGBTQ-friendly companies and 95% regularly read or view LGBTQ media.
- Affluent: 31% report household incomes of \$50,000 to \$99,999, 14.5% of \$100,000 to \$149,999 and 10.3% over \$150,000. Despite the COVID-19 pandemic, 74% of respondents reported being the same or better off financially than they were a year ago.
- Educated: 37% have a Bachelor's Degree and 35% have a Master's Degree or higher.
- A large majority of our audience (83%) say they think more positively about companies that advertise in LGBTQ media and 80% are more likely to purchase from a company that outreaches or advertises in the LGBTQ community.
- The majority of our audience members live in urban centers (54%) or surrounding small cities and suburbs (29%).
- The LGBTQ community has an estimated \$1 trillion in buying power in the United States. (Forbes, 2018)

*Data of quotes readership courtesy of Community Marketing & Insights  
15th Annual LGBTQ Community Survey (2021)*



QnotesCarolinas.com creates a center for community online! We're excited about this new product that will be a major upgrade and improvement to our web presence. We will continue to produce and post LGBTQ-centric news, views, arts and more, but this new website also brings a greater focus on individual communities in the Carolinas and encourages a higher rate of online participation. This increased traffic means more eyes on your advertisements and more opportunities for consumer engagement.

## Online Ad Submission

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Please adhere to the following guidelines to ensure a smooth submission process.

Color Space: RGB

DPI: 72

File Type: .jpg or .png

We will check your ad for print compatibility, any problems will be resolved with the advertiser's assistance

Advertiser is responsible for supplying all fonts and images used in the ad, as well as the unflattened working file (.psd, .ai, etc.)

Provide a URL that links to what is being advertised, we will not accept digital advertising for clients who do not have an online presence (website, social media, etc.)

***If your ad is not the Box size, you will also need to submit a file that is 300x250 pixels for mobile compatibility***

Email all ad files to [production@qnotescarolinas.com](mailto:production@qnotescarolinas.com)

# Ad Sizes & Pricing

	1x	6x	13x	26x
<b>XL Leaderboard</b>				
#1	\$298	\$258	\$228	\$198
#2	228	198	178	164
<b>MD Leaderboard</b>				
#1	\$168	\$148	\$128	\$108
#2	138	118	98	88
#3	108	88	68	58
<b>Box</b>				
#1, 2, 3	\$138	\$118	\$98	\$88
#4, 5	98	78	68	58
#6, 7	78	58	48	38
<b>Vertical</b>				
#1	\$138	\$118	\$98	\$88
#2	118	98	78	68

### Production Rates

Applicable only if **qnotes** produces ad

XL Leaderboard	\$60
MD Leaderboard	50
Box	40
Vertical	40

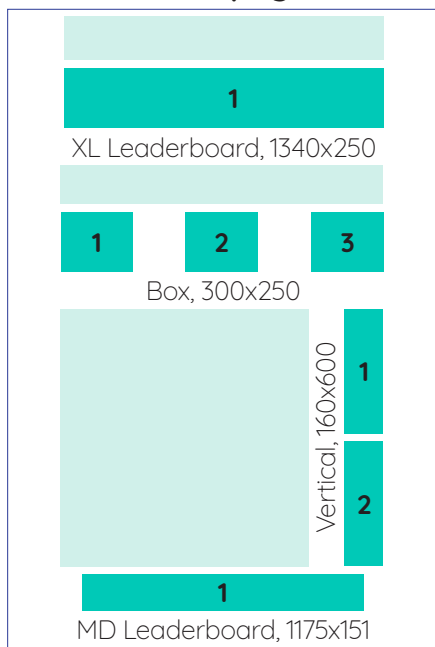
### Business Directory

- Prices are per year
- Basic Post \$195  
Includes business name, description, address, phone number, website and email ad
  - Add Logo \$60
  - Add Video \$60
  - Add Map \$60
  - Add QR Code \$60
  - Add Social Media Links \$60

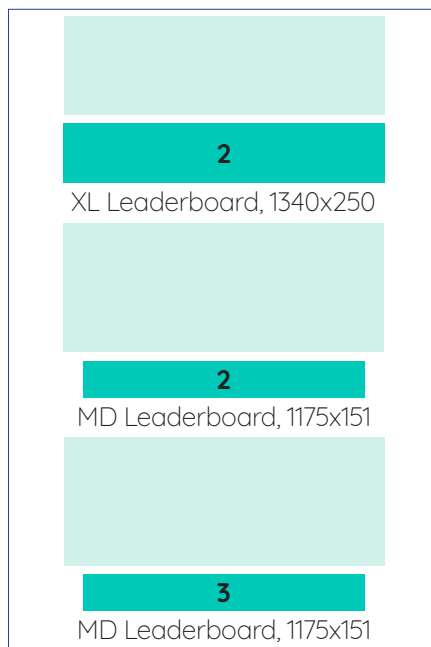
### Advertising spaces based on a two week insertion

All dimensions are width by height in pixels

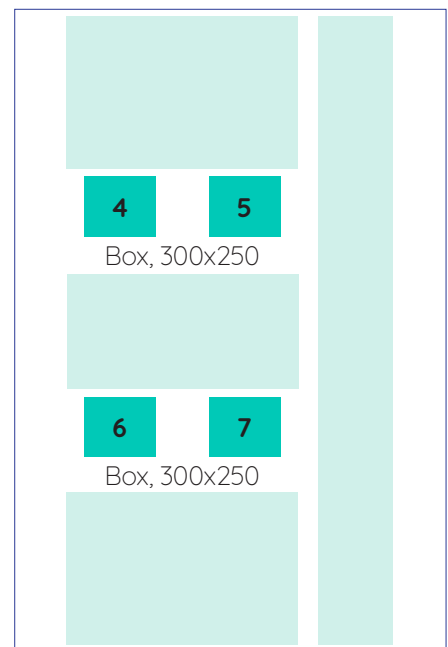
#### Homepage



#### Sections



#### Articles



See page 7 for print rates

# Social Media & Email Marketing

Ask about our current number of followers and engagement metrics.

## Facebook

\$0.05 per follower per post

Each post can be up to 150 words and should include a photo or logo

## Twitter

\$0.05 per follower per post

Each post can be up to 280 characters and should include a photo or logo

## Instagram

\$0.05 per follower per post

Each post can be up to 30 words and must include a photo or video

Post can include up to 5 hashtags, counting the advertiser's tag

## Email Marketing

\$0.15 per subscriber per post

Each post can be up to 150 words and should include a photo or logo

## Multi-Post Discount

20% off for 2 posts on the same platform

30% off for 3 posts on the same platform

40% off for 4 posts on the same platform

## Examples

1 Facebook post at \$0.05 x 4,600 followers = **\$230**

2 Facebook posts at \$0.05 x 4,600 followers = \$460 - 20% = **\$368**

3 Facebook posts at \$0.05 x 4,600 followers = \$690 - 30% = **\$483**

4 Facebook posts at \$0.05 x 4,600 followers = \$920 - 40% = **\$552**

*All posts must link back to advertiser's website, social media or a valid URL*

Email all ad files to [production@qnotescarolinas.com](mailto:production@qnotescarolinas.com)



Since 1986, **qnotes** has been providing LGBTQ news, views, arts, and more packed into a tabloid newspaper. We are the single print resource for connecting with the LGBTQ market in the Carolinas. Meaning, we are the only media source that can put your products and services directly in front of your customers. **Qnotes** runs bi-weekly, 26 times a year. It is available for free at hundreds of distribution sites. We also offer home delivery via postal mail for a subscription fee.

## Print Ad Submission

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Please adhere to the following guidelines to ensure a smooth submission process.

Color Space: CMYK  
DPI: 300  
File Type: .jpg or .eps

We will check your ad for print compatibility, any problems will be resolved with the advertiser's assistance

Advertiser is responsible for supplying all fonts and images used in the ad, as well as the unflattened working file (.psd, .ai, etc.)

Email all ad files to [production@qnotescarolinas.com](mailto:production@qnotescarolinas.com)



# Ad Sizes & Pricing

## Color Display Rates

Black/white rates are 20% off color rates

	1x	6x	13x	26x
Double Truck	\$935	\$898	\$863	\$830
Back Page	580	555	534	510
Full Page	500	480	462	445
3/4 Page	410	394	379	364
Junior Page	335	322	310	298
1/2 Page	285	275	265	255
3/8 Page	225	217	209	200
1/4 Page	170	163	156	149
1/8 Page	100	96	92	89
1/6 Page	60	58	55	52
Business Card (Black/White)	N/A	32	26	22
Front Page Banner	400	300	250	200

## Production Rates

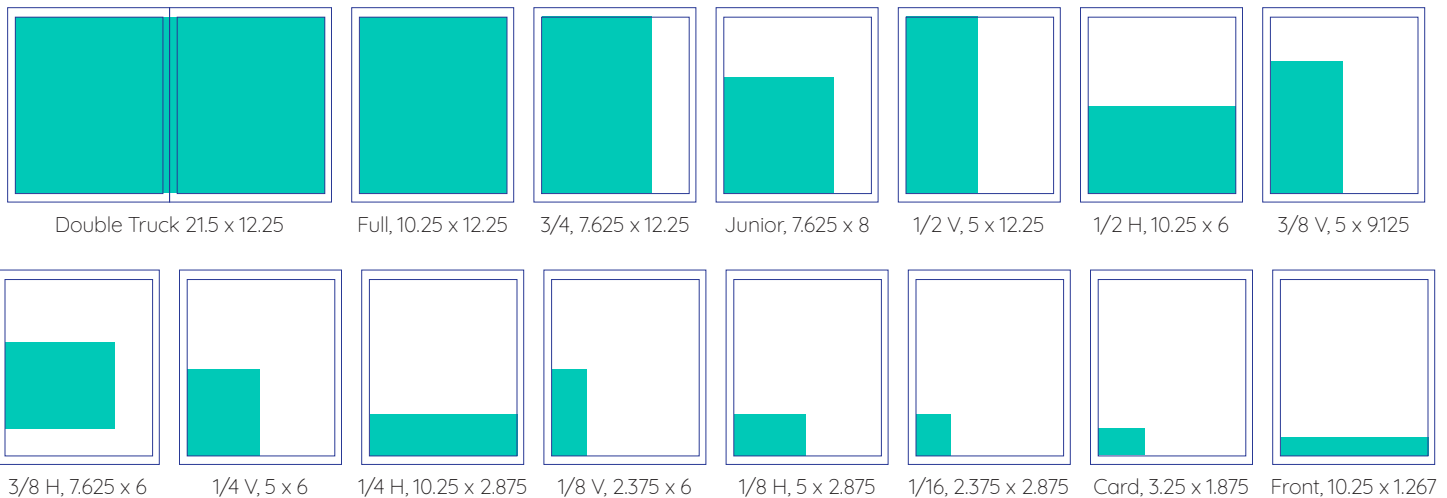
Applicable only if **qnotes** produces ad

Double Truck	\$225
Back Page	105
Full Page	105
3/4 Page	90
Junior Page	75
1/2 Page	75
3/8 Page	60
1/4 Page	48
1/8 Page	30
1/6 Page	24
Business Card	15
Front Page Banner	30

**Customer-Provided Inserts:** \$75 per 1,000 for 1-4 pages, 3,000 minimum. Flyers, newsletters, informational brochures, leaflets, etc. can be inserted. Inserts must be produced and provided by clients and shipped to us no later than the Monday prior to street date.

## Advertising Spaces

All dimensions are width by height in inches



See page 5 for online rates



## 2021 Production Schedule & Editorial Calendar

Issue	Street Date	Reservation	Ad Due	Editorial Focus*
V35/#19	01/08/21	12/30/20	01/01/21	Domestic Violence, Abuse & COVID-19
V35/#20	01/22/21	01/13/21	01/15/21	Local & National LGBTQ Projects
V35/#21	02/05/21	01/27/21	01/29/21	Love & Lust/Black History Month
V35/#22	02/19/21	02/10/21	02/12/21	Race Disparity in the LGBTQ Community
V35/#23	03/05/21	02/24/21	02/26/21	Spring A&E
V35/#24	03/19/21	03/10/21	03/12/21	Antiquings/Affordable Housing
V35/#25	04/02/21	03/24/21	03/26/21	Sports & Physical Fitness
V35/#26	04/16/21	04/07/21	04/09/21	Gay & Gray/Guns & the Second Amendment
V36/#01	04/30/21	04/21/21	04/23/21	Real Estate Trends/N.C. LGBTQ Notables
V36/#02	05/14/21	05/05/21	05/07/21	Hate Groups in the Carolinas/InFocus: Triangle
V36/#03	05/28/21	05/19/21	05/21/21	National LGBTQ Pride Month
V36/#04	06/11/21	06/02/21	06/04/21	Summer Travel/Rural LGBTQ Organizations
V36/#05	06/25/21	06/16/21	06/18/21	LGBTQ Parenting/Judicial Balance
V36/#06	07/09/21	06/30/21	07/02/21	Queer Arts in the Queen City
V36/#07	07/23/21	07/14/21	07/16/21	Economic Mobility in the Black Gay Community
V36/#08	08/06/21	07/28/21	07/30/21	Healthcare/Immigration Issues
V36/#09	08/20/21	08/11/21	08/13/21	LGBTQ Youth
V36/#10	09/03/21	08/25/21	08/27/21	Pride Organizations Evolve or Dissolve
V36/#11	09/17/21	09/08/21	09/10/21	Fall & Winter A&E/Suicide Awareness
V36/#12	10/01/21	09/22/21	09/24/21	LGBTQ History Month/Workplace Equality
V36/#13	10/15/21	10/06/21	10/08/21	Charlotte Pride/InFocus Clt./Women's Health
V36/#14	10/29/21	10/20/21	10/22/21	Transgender Awareness
V36/#15	11/12/21	11/03/21	11/05/21	Life, Positively!/Election Wrap Up
V36/#16	11/26/21	11/17/21	11/19/21	Non-Profits Wish Lists/Gift Guide/Holiday Events
V36/#17	12/10/21	12/01/21	12/03/21	Minority LGBTQ Groups
V36/#18	12/24/21	12/15/21	12/17/21	2021 Year in Review/2021 Person or Org of the Year

\*Note: Editorial focus is subject to change without notice