



Media Kit >>>>>>

The only LGBTQ+ Media in the Carolinas

qnotescarolinas.com

Qnotes serves the LGBTQ+ community in Charlotte and throughout the Carolinas by featuring content that enlightens, informs and engages our readers about LGBTQ+ life and social justice issues. Since 1986, our products have been bringing vital news and information to the LGBTQ+ community, building trusted relationships along the way by telling their authentic stories.

Testimonials

“Through Qnotes, we not only create, but sustain our sense of community...we share our ideas, our experiences, our victories and our losses. Without Qnotes, we would otherwise be isolated individuals with little shared support.”

Connie J. Vetter, Charlotte area Attorney at Law, PLLC

“When no other media outlet could be bothered, Qnotes consistently covered issues central to LGBTQ people. By doing so, the paper has played an important role helping to move our lives and concerns from the sidelines to the mainstream.”

John Quillin, Gay Men’s Chorus of Charlotte



Qnotes is a Nationally Recognized LGBTQ+ Legacy Publication, serving the Carolinas for decades.



Partial client list



BLUMENTHAL
PERFORMING ARTS



online + print

74% of LGBTQ+ consumers say they think more positively about companies that advertise in the LGBTQ media. As the only statewide LGBTQ+ platform in the Carolinas, advertising with us is the perfect way to reach those clients.

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.



26 print issues a year



35-46K online users each month



2,900+ Newsletter subscribers



Charlotte has the largest LGBTQ+ population between Atlanta and D.C.



Products



Special Issues throughout the year

including our Life, Positively annual World AIDS Day issue, our In Focus Charlotte (Charlotte Pride) issue, and more.

Special Events

Online ads

Newsletters

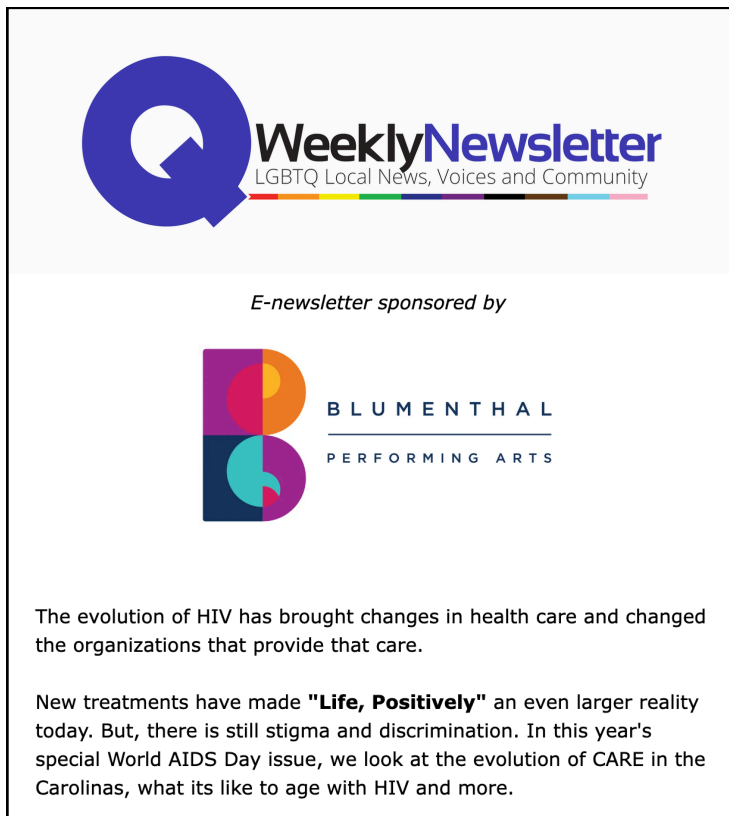
Print ads

Social Media



Advertising opportunities

Email newsletter, Qweekly, sponsorships and advertising



The image shows a screenshot of a newsletter header. At the top left is the 'Qweekly Newsletter' logo, featuring a large blue 'Q' with a white arrow pointing right, followed by the text 'Weekly Newsletter' in blue and 'LGBTQ Local News, Voices and Community' in a smaller font below it. Below the logo is a horizontal rainbow bar. Underneath the logo, the text reads 'E-newsletter sponsored by'. To the left of the sponsor's name is a logo for 'BLUMENTHAL PERFORMING ARTS', which consists of a stylized 'B' made of overlapping colored circles (purple, orange, teal, pink). To the right of the logo, the text 'BLUMENTHAL' is on one line and 'PERFORMING ARTS' is on the line below it. Below the sponsor information, there are two paragraphs of text. The first paragraph discusses the evolution of HIV and health care organizations. The second paragraph discusses new treatments for HIV and the stigma of discrimination, mentioning a special World AIDS Day issue.

Qweekly Newsletter
LGBTQ Local News, Voices and Community

E-newsletter sponsored by

BLUMENTHAL
PERFORMING ARTS

The evolution of HIV has brought changes in health care and changed the organizations that provide that care.

New treatments have made **"Life, Positively"** an even larger reality today. But, there is still stigma and discrimination. In this year's special World AIDS Day issue, we look at the evolution of CARE in the Carolinas, what its like to age with HIV and more.

Sponsorship logo



Highlights your business or organization at the **very TOP** of the newsletter. Your logo or a photo and a tag line. It will link to your website or social media.

Newsletter ads



Banners, box ads and branded content. You choose the placement level that is best for you.

Project: FULL OUT is a nonprofit organization that provides training, performance opportunities, and development programs for Charlotte dancers from all walks of life to help diversify the Charlotte dance industry and promote the therapeutic benefits of dance. Project: FULL OUT! was created by Producer, Director, and Choreographer Ana Ogbueze, in an effort to change the narrative about what makes a person a "real" dancer.



2,900+ combined newsletter subscribers

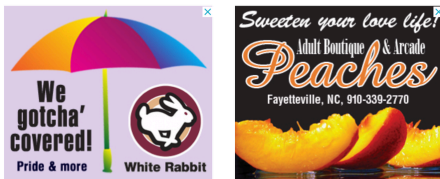
Weekly LGBTQ+ News Update and OUTlook LGBTQ+ Business Newsletter. Ask for details.

Advertising opportunities

Online and social media



Situated a stone's throw from where Carnival Cruise Lines dock, the pale rectangular building is an unassuming structure that sits upon pillars that almost give it a floating effect. The building literally "hovers" 13 feet above the historic site of Agadsden's Wharf, the port of arrival for nearly half of all enslaved Africans brought to North America."



With exhibits beginning before you get to the entry door visitors can look forward to an immersive experience in merely approaching or walking around the building whose back side features floor to ceiling windows and balconies overlooking the spot where slave ships pulled in.

There is a cluster of massive neatly arranged Canary Island Palm Trees (a reflection of the African diaspora-underscoring an international theme), on one side of the building, large wooden chairs for lounging and reflecting and a water feature that depicts enslaved Africans packed tightly together on a slave ship. This feature is quite resonating with its pool of shallow water resting on top of life-sized bronze-colored cutouts of people engraved in a stone base. As the tide

CAROLINAS



State Rep. Kristin Baker will not seek reelection

Cabarrus County Republican State Rep. Kristin Baker announced she won't seek reelection and will finish out her term, which expires in December 2024. Baker's

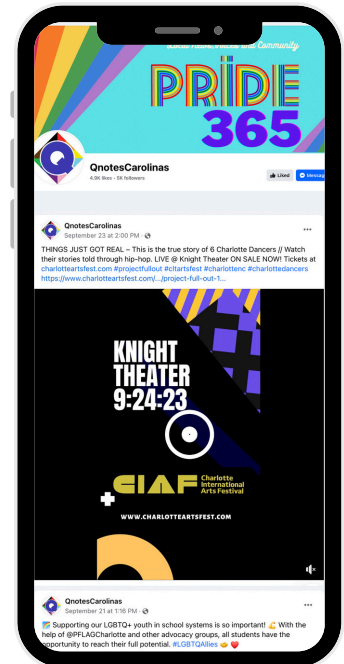


Let's get social



Qnotes has an active following on social media including Facebook, Instagram, and X.

Online options include leaderboard or banner, box and vertical display ads.



Online Business Directory Listings starting at \$15/month

Advertising opportunities

Biweekly print issue

seniors in the community because of the close relationship he had with his grandmother. He said it made him realize how potentially difficult life could be for elders in the LGBTQ+ community without the family and resources his grandmother had access to.

In an interview that was part of the USA Today story, he offered advice for younger LGBTQ+ individuals and how they can contribute to the well-being of seniors in our community. Says Adams: "Whether it is serving as a volunteer in a community-based orga-

nization ... or just opening our eyes and noting that the person who lives down the street from us or down the hall from us might be an elder living in isolation who needs support, who needs friendship and also recognizing that our elders are vibrant people [and] they've contributed so much to our community.

"We're talking about incredibly resilient people," Adams continues. "We're talking about elders who've lived through decades of oppression, discrimination, invisibility, violence, and who have not only survived, but continued to thrive."

The responsibility to cultivate inter-generational friendships and support doesn't rest only with the young. LGBTQ+ seniors must step up to the plate, as well. If at all possible, try to reach out and become involved with the supportive community around you and get acquainted with younger individuals in the community through volunteering with groups like Time Out Youth. Intergenerational friendships can be extremely rewarding and educational. If age-related issues



LGBTQ+ youth reaching out in friendship to seniors in our community could achieve much. CREDIT: Stock Adobe

are a barrier to your physical presence, try connecting with others via the internet. In North Carolina there's the Carolina Aging Alliance, located at 4 North Blount Street, Suite 103 in Raleigh and on the internet at carolinaaging.org. In the Cape Fear/Wilmington area the Out Wilmington LGBTQ+ Seniors organization offers various services and

maintains a presence on the internet at lgbtopfca.org. Unfortunately, the Charlotte LGBTQ Elders Group is currently available only as a limited informational web-service on Facebook (a quick search using that title will take you straight to the page) but it does provide some means of connecting with other seniors in the community. :



ALDERSGATE
STEP OUT OF THE
ORDINARY

Join us for a tour or event at Aldersgate, an age 62+ Life Plan Community.

LIVE YOUR BEST LIFE WITH US

Aldersgate is proud to set new standards in senior living and strives to foster diverse, caring communities where everyone has a voice and value. Come see why Aldersgate is right for you. As a premier non-profit Life Plan Community, our expansive campus has it all: hundreds of acres of nature, bocce ball, an urban farm, wood shop, indoor pool and spa, six dining venues (two with full-service bars), a dog park, fitness center with daily exercise classes, and more! Live your best authentic life with us.

(704) 318-2018 | 3800 Shamrock Drive • Charlotte, NC 28215 | AldersgateLiving.org

August 4 - August 17, 2023 Qnotes 15

1/2 page

Quotes free print edition

is published every two weeks and distributed at locations in Charlotte and Raleigh.



1/8 page



Sizes include 1/8 page, 1/4 page, 1/2 page, Full page and 2-Page spread.

to attending again in 2023," said Deb Westfield, UK Recruitment Diversity Lead at GSK.

"Dorchester Collection is thrilled to be a part of the myGwork WorkFair," shared Jane Grammer, Diversity & Belonging Champion at Dorchester Collection. "Diversity, inclusion and belonging are core beliefs of our 'We Care' philosophy, because we believe that diversity is key to creating the legendary experiences we are globally renowned for. To create a place where unique stories are told and legends are made, we value each and every employee as a part of our Dorchester Collection family - so our culture celebrates difference, welcomes imagination and offers the freedom to take initiative.

is a great event for LGBTQ+ students and graduates to connect and apply for their dream roles in real-time with inclusive employers of choice, where they don't have to hide their real identity and [they can] work with pride. WorkFair will also provide advice on how to find those top jobs, and offer guidance to help them thrive in their chosen careers."

Students and recent graduates can register to attend WorkFair 2023 completely free of charge here, where all sign-ups will be entered into the draw for the opportunity to win an overnight stay in five-star luxury at the Dorchester Collection's Coworth Park Hotel, with dinner and breakfast included. Click here for terms and conditions. :

Q FITNESS AND WELLNESS
QFITNESSANDWELLNESS.NET

Small Group Fitness Classes & Personal Training & Nutrition In Studio or Virtual

Charlotte's LGBTQ+ Fitness Studio

September 29 - October 12, 2023 Qnotes 7

Connie J. Vetter, Esq.
Attorney at Law, PLLC

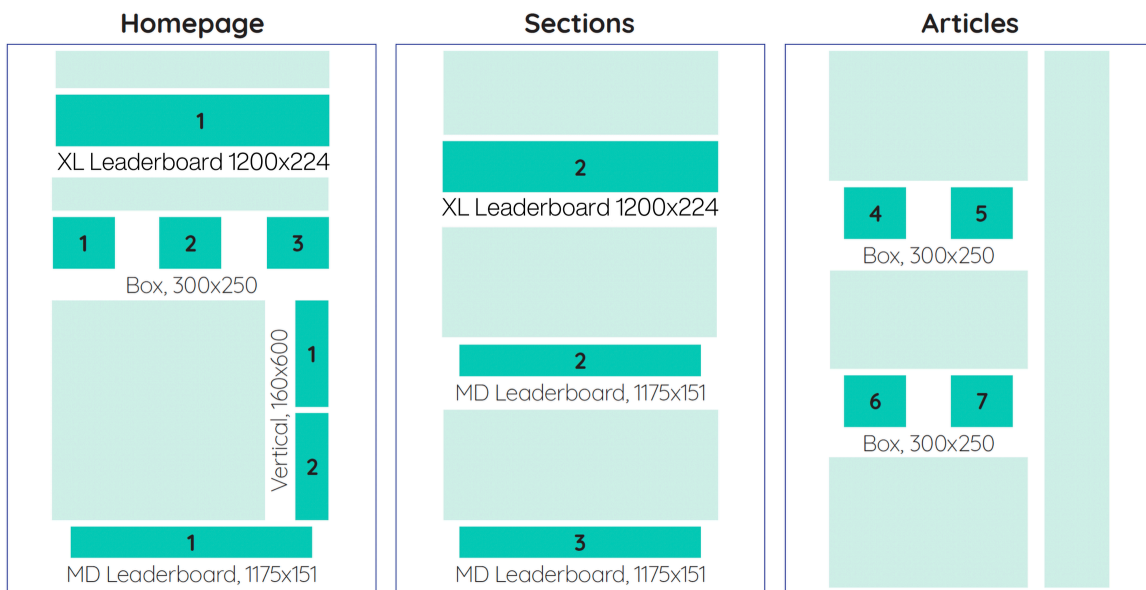
Your LGBTQ+ Law Attorney serving Clients from across North Carolina

Talk/Text 704-333-4000 or online

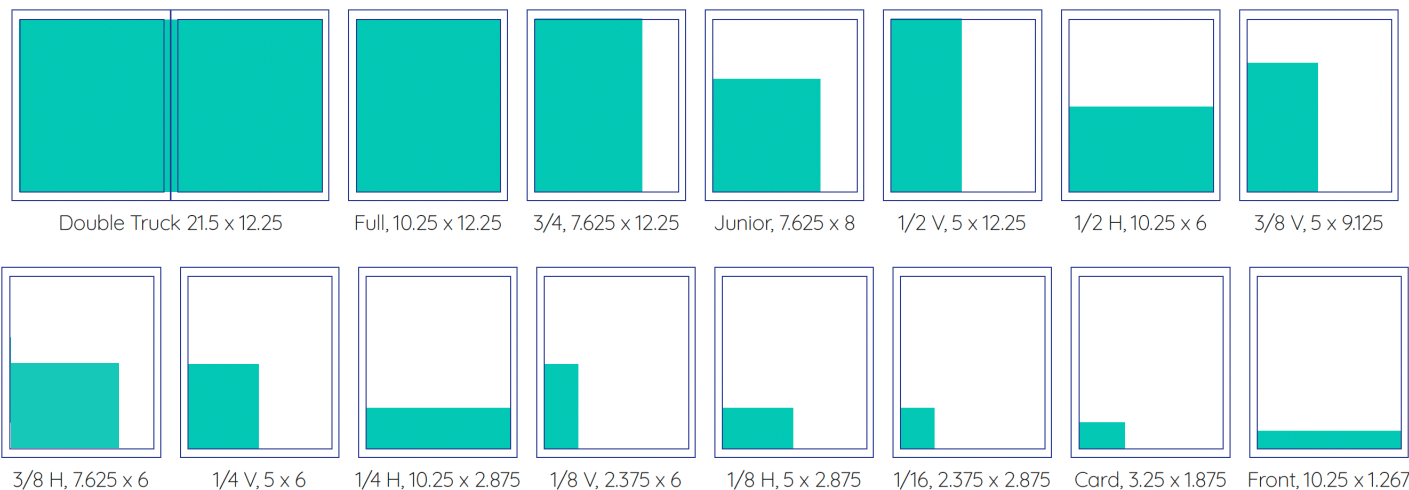
Now find Qnotes in 63 Charlotte-area Food Lion and Harris Teeter grocery stores.

Advertising opportunities

Online



Print




Reach the LGBTQ+ Community 365 days a year.
Discounts on 6x, 13x and 26x orders



Contact



Jim Yarbrough, Publisher
adsales@qnotescarolinas.com
704.531.9988 (office)
704.965.5214 (cell)

 National Sales/Rivendell Media:
info@rivendellmedia.com



Issue	Street Date	Reserve by:	Ad Due	Editorial Focus <small>Subject to change</small>
V40/#19	01/02/26	12/23/25	12/25/25	AI Ethics / Log Cabin Republicans / Local Authors
V40/#20	01/16/26	01/13/26	01/08/26	Working Out / HRC Local Committee
V40/#21	01/30/26	01/20/26	01/22/26	Black History Month / HRC Gala-Dinner
V40/#22	02/13/26	02/03/26	02/05/26	Black History / Black Organizations in NC
V40/#23	02/27/26	02/17/26	02/19/26	HB2 - 10 Years / Women's History / LGBTQ+ Women of Distinction
V40/#24	03/13/26	03/03/26	03/05/26	Spring & Summer A&E / LGBTQ+ Aging
V40/#25	03/27/26	03/17/26	03/19/26	The Sports Issue / Gardens / Spring Tours
V40/#26	04/10/26	03/31/26	04/02/26	Queer Life - then and now / Legal tips for LGBTQ+ People
V41/#01	04/24/26	04/24/26	04/16/26	40 Year QN Anniversary / Small Town Gay Life / Reel Out Charlotte
V41/#02	05/08/26	04/28/26	04/30/26	Summer Fashion / Swimwear / Travel
V41/#03	05/22/26	05/12/26	05/14/26	LGBTQ+ Immigration / U.S. Citizens Leaving
V41/#04	06/05/26	05/26/26	05/28/26	National Pride / Who's Who - Young Adults
V41/#05	06/19/26	06/09/26	06/11/26	Nat. Pride / LGBTQ+ Inventors / Look Back at Leadership
V41/#06	07/03/26	06/23/26	06/25/26	Charlotte Black Pride / New Tech
V41/#07	07/17/26	07/07/26	07/09/26	Back to School / Family Life / Youth
V41/#08	07/31/26	07/21/26	07/23/26	Charlotte Pride Preview / Spirituality & Religion
V41/#09	08/14/26	08/04/26	08/06/26	InFocus Charlotte / Charlotte Pride
V41/#10	08/28/26	08/18/26	08/20/26	Cost of Living and Housing / A Look at Our Political Orgs.
V41/#11	09/11/26	09/01/26	09/03/26	Fall & Winter A&E / Healthcare / Insurance
V41/#12	09/25/26	09/15/26	09/17/26	Mental Health & Suicide Prevention / Getting Involved in the Political Process
V41/#13	10/09/26	09/29/26	10/01/26	Voting Rules / Political Endorsements
V41/#14	10/23/26	10/13/26	10/15/26	Supporting Our Own Businesses / Holiday Shows
V41/#15	11/06/26	10/27/26	10/29/26	Transgender Awareness / Veterans / Holiday Gift Guide / Holiday Eats
V41/#16	11/20/26	11/10/26	11/12/26	Life, Positively / Election Coverage / Holiday Eats
V41/#17	12/04/26	11/24/26	11/26/26	Organization of the Year / Nonprofit Issue / Holiday Eats
V41/#18	12/18/26	12/08/26	12/10/26	Person of the Year / 2026 Year in Review / Holiday Eats



Publisher, Jim Yarbrough: publisher@qnotescarolinas.com
Editorial, David Aaron Moore: editor@qnotescarolinas.com



Online	1x	6x	13x	26x
XL Leaderboard #1	\$298	\$258	\$228	\$198
XL Leaderboard #2	\$228	\$198	\$178	\$164
MD Leaderboard #1	\$168	\$148	\$128	\$108
MD Leaderboard #2	\$138	\$118	\$98	\$88
MD Leaderboard #3	\$108	\$88	\$68	\$58
BOX #1, 2, or 3	\$138	\$118	\$98	\$88
BOX #4 or 5	\$168	\$148	\$128	\$108
BOX #6 or 7	\$128	\$108	\$93	\$78
Vertical #1	\$138	\$118	\$98	\$88
Vertical #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.	
Add Logo	\$60
Add Video	\$60
Add Map	\$60
Add QR Code	\$60
Add Social Media Links	\$60

Advertising spaces based on two week insertion.


See page 8 of Media Kit for ad sizes.

Social Media & Email Marketing

 **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, and should include instructions on tagging advertiser.

 **Email Marketing**
See our email newsletter rate card.

Contact



Jim Yarbrough, Publisher
adsales@qnotescarolinas.com
704.531.9988 (office)
704.965.5214 (cell)

All online advertising, social media and email marketing such link back to advertiser's website or social media. Please provide a valid URL when submitting your ad materials.

Email all ad files to production@qnotescarolinas.com

Print	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 based on two week insertion.

See page 8 of Media Kit for ad sizes.

Contact



Jim Yarbrough, Publisher
 adsales@qnotescarolinas.com
 704.531.9988 (office)
 704.965.5214 (cell)

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

All ads should be formatted for CMYK.

DPI: 300

File Type: .jpg, .pdf, 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 unflatted working file (.psd, .ai, etc.)

Email all ad files to production@qnotescarolinas.com

Sponsorship Weekly Rates	One Week	Two Weeks			
	1x	1x	6x	13x	26x
Positioned at the top of the newsletter	\$250	\$400	\$360	\$324	\$290

Box Ad (300 x 250) Weekly Rates	One Week	Two Weeks			
	1x	1x	6x	13x	26x
Positioned near the top of the newsletter	\$150	\$200	\$180	\$162	\$145
Positioned in the middle of the newsletter		\$150	\$135	\$121	\$109
Positioned at the bottom of the newsletter		\$100	\$90	\$81	\$72

Banner Ad (300 x 150) Weekly Rates	One Week	Two Weeks			
	1x	1x	6x	13x	26x
Positioned near the top of the newsletter	\$100	\$150	\$135	\$121	\$109
Positioned in the middle of the newsletter		\$120	\$108	\$97	\$87
Positioned at the bottom of the newsletter		\$90	\$81	\$72	\$65

Contact



Jim Yarbrough, Publisher
adsales@qnotescarolinas.com
704.531.9988 (office)
704.965.5214 (cell)

Dedicated Email Blast \$650

Send client's exclusive content to our email list in its own email.

Print	1x	6x	13x	26x
Double Truck	\$1408	\$1353	\$1299	\$1249
Back Page	\$840	\$807	\$774	\$746
Full Page	\$764	\$734	\$707	\$679
3/4 Page	\$605	\$581	\$558	\$535
Junior Page	\$495	\$475	\$456	\$438
1/2 Page	\$432	\$416	\$400	\$385
3/8 Page	\$336	\$324	\$313	\$300
1/4 Page	\$257	\$247	\$239	\$230
1/8 Page	\$150	\$145	\$139	\$135
1/6 Page	\$92	\$89	\$86	\$82
Business Card (Black/White)	N/A	\$32	\$26	\$22
Front Page Banner	\$400	\$350	\$300	\$250


Ad Sizes



Contact



Jim Yarbrough, Publisher
 adsales@qnotescarolinas.com
 704.531.9988 (office)
 704.965.5214 (cell)

 National Sales/Rivendell Media:
 info@rivendellmedia.com

**Newsletter and
online ad rates available.**

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.

Email all ad files to
 production@qnotescarolinas.com

We are interested in untold stories and fresh perspectives on the LGBTQ+ experience in the Carolinas.

Elements of a good press release:

- 1 **Headline**
- 2 **Subhead**
- 3 **Lead paragraph**
- 4 **Product/event features and highlights**
- 5 **Quotes from the executive team and stakeholders**
- 6 **About information: Who, what, when, where**
- 7 **Contact information**

If you want a writer to accept your pitch, it needs to intrigue them — and be something that satisfies the news values their readers are interested in.

MuckRack

Pitches:

Be upfront and clear about what the story is about.

Keep it short and cut out unnecessary adjectives.

93% of journalists prefer to be pitched via email, with under 25% preferring any other channel.

Most journalists don't have a preference for what day of the week to send a pitch (62%), though if in doubt send your pitch on a Monday.

64% of journalists like to receive pitches between the hours of 5am and 12pm.

Community Partners

The LGBTQ+ community succeeds when we work together. QnotesCarolinas seeks to engage with community organizations that are serving the needs of LGBTQ+ people in the Carolinas. Whether it be social, health, advocacy or activism, we want to hear from you. These resources are vital to LGBTQ+ people in need of support or empowered to make change. Share your community news, information and events.

Publisher, Jim Yarbrough: publisher@qnotescarolinas.com

Audience Engagement, Liz Schob: audience@qnotescarolinas.com

Advertising and Partnerships: adsales@qnotescarolinas.com

Editorial, David Aaron Moore: editor@qnotescarolinas.com

