

# INDY

41 Years of Progressive  
News & Culture

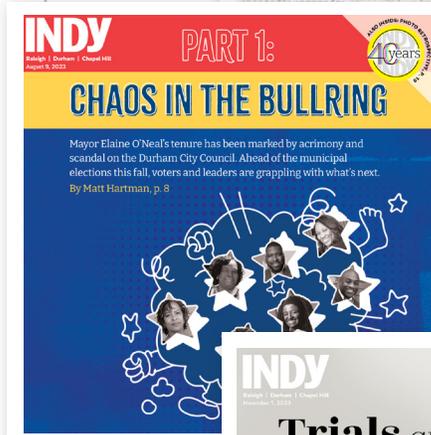
# MEDIA KIT

### 41 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 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 **250,000 pageviews per month**. Our website is supported by aggressive social media and digital newsletter programs. Our newsletters reach more than **23,000 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/X, 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



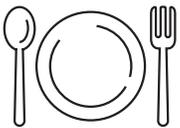
**34%**  
under 35



**42%**  
35-54



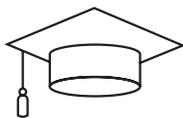
**24%**  
55+



apx.

# 2x

more likely to be **restaurant visitors** than national average



apx.

# 2x

more likely to visit **university websites** than national average



apx.

# 5x

more engaged with **local news** than the national average



apx.

# 2x

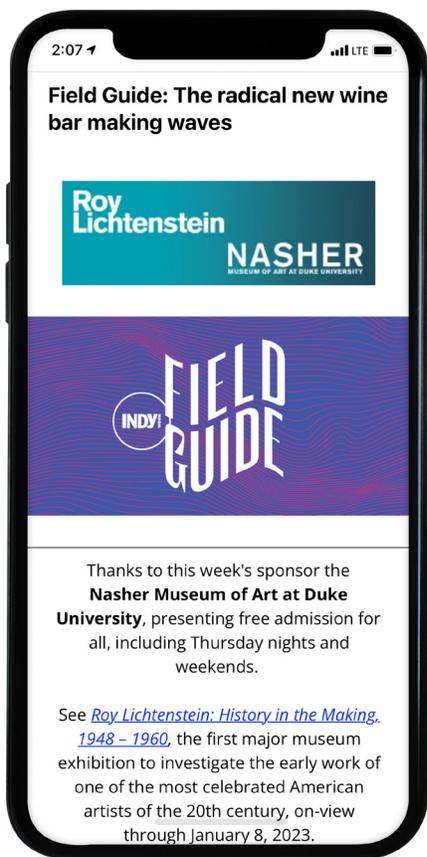
more likely to be engaged with **arts and entertainment** than the national average

**“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 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.

250,000  
PAGE VIEWS PER MONTH



## 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 recent articles

### 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 23,000+ opt-in subscribers with an average open rate of 45%!*

## Website

Our website offers numerous options at varying price points to promote your brand. *INDYweek.com* gets more than 250,000 pageviews per month. Book your advertising spots early, as there's limited space, and they go quickly!

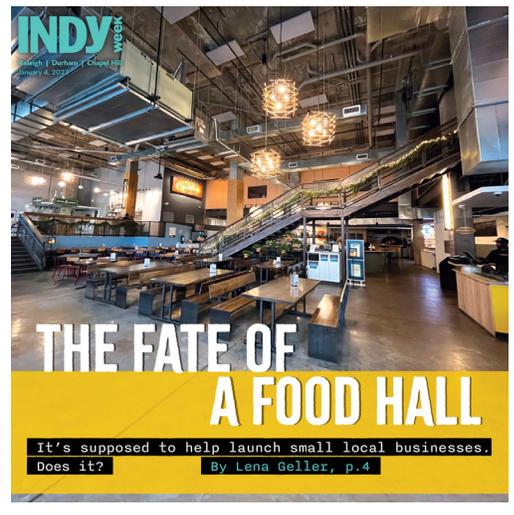
## Social

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.

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.



### Classified Advertising

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

### 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!

## SPONSORED CONTENT WITH INDY

The INDY posts 800-word online stories on the behalf of you or your business. Sponsored content is offered on a case-by-case basis. If your content is deemed fit for publication, it's posted online, where it remains in perpetuity. Each post is accompanied by an in-print "shout-out" in the form of a bespoke ad spot, and a social media post directing traffic to the content.

### Requirements:

- 800 words of copy
- Header image (1280x720 minimum)

### Guidelines:

The INDY reserves the right to deny sponsored content on any basis, including misleading/ nonfactual information, content on behalf of a political campaign/ politician, and content otherwise not suited for the INDY's website.

Submit your content to [sales@indyweek.com](mailto:sales@indyweek.com) for review and pricing.

**Sponsored content starts at a rate of \$1200 per article**

**INDY** BEST OF A NEWS ARTS & CULTURE MUSIC FOOD & DRINK CALENDAR SUPPORT US

Home » Boost Your Homeschool Learning with a Trip to Marbles Kids Museum

SPONSORED CONTENT

### Boost Your Homeschool Learning with a Trip to Marbles Kids Museum

by adminnewspeak 08/18/2023

Creative, play-based experiences are how children learn best and Marbles Kids Museum is full of fun, creative and educational play. Located in downtown Raleigh, Marbles is a community-based nonprofit children's museum with a mission to spark imagination, discovery and learning through play. Marbles offers three Homeschool Days for families and groups that offer all the fun of a typical trip to Marbles with added educational opportunities. 2023-2024 Homeschool days are Tuesday, October 10; Tuesday, December 5; and Tuesday, April 2. Each day includes museum admission, a 3D IMAX experience, a Learning Lab, a MasterMind and activities in the museum. Homeschool Day is the perfect opportunity to connect with other families, groups and resources.

Homeschool Days are self-led, and each family or group can decide what added educational opportunities they want to participate in. Marbles Kids Museum believes that play contributes to intellectual growth, social and emotional well-being and physical development. With two floors of innovative hands-on exhibits, kids are engaged while they explore various topics and activities. Kids can learn about their community in a kid-sized town, make a splash while they race a boat down a 65-foot-long water table, experiment with design as they construct, invent, and craft and so much more!

Marbles' IMAX Theater takes kids on a larger-than-life adventure with a 45-minute documentary that aligns with NC educational standards. The IMAX experience is fully immersive and transports you to the middle of the action. Homeschool Day attendees receive admission to one 3D IMAX movie that complements the learning activities of that day.

MasterMinds are a great way to engage your kindergarten through 5th grade kids as they dive into topics about the world around them with a 20-minute interactive presentation. Homeschool Day includes a Mastermind that pairs with the learning activities and three opportunities throughout the day to attend.

Learning Labs engage your 3rd through 8th grade kids while they learn about and explore scientific topics. Learning Labs are 45 minutes long and include interactive stations to provide hands-on learning experiences. Some stations are self-led experiments and activities, and others are led by Marbles staff.

On October 10, kids can become Weather Wizards with an interactive MasterMind

**Deesha Philyaw**  
Award-winning author of "The Secret Lives of Church Ladies"

**LATEST**

**DURHAM COUNTY**  
"A lot of this job is making bad legislation less bad": A Q&A With State Sen. Mike Woodard

**DURHAM COUNTY**  
How to File a Complaint With the NC Utilities Commission Over Duke Energy Blackout in East Durham

**DURHAM COUNTY**  
Bus Driver Shortages and Driver Salaries Add Up to a Cumbersome Few Days for Durham Public Schools

**OP-ED**  
Op-Ed: Wake County Appeals Unfolding Animal Sheltering

**WARE COUNTY**  
President Biden: Visits the Triangle to Test Stimulus, Biodefense

**SCREEN**  
Is 'Frank's Last Seconds' The Great Thinkers Square Off

## 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:

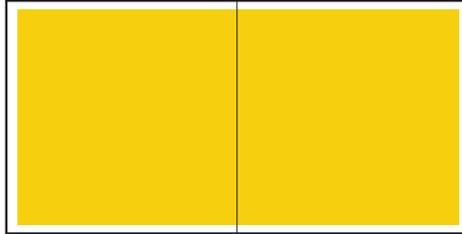
PDF  
TIFF  
JPEG

If sending a layered PDF from Adobe Illustrator, please outline all text and include images.

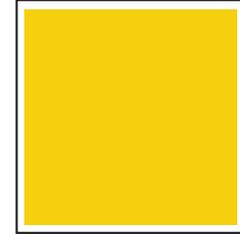
**WE DO NOT  
ACCEPT PUBLISHER  
OR WORD FILES.**

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

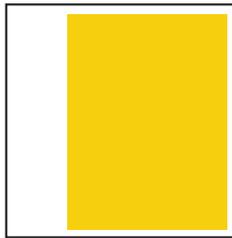
## PRINT AD SIZES (width x height)



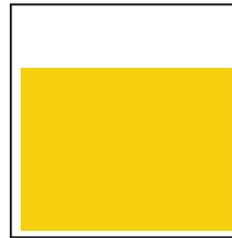
**Double Truck**  
20.75" x 10"



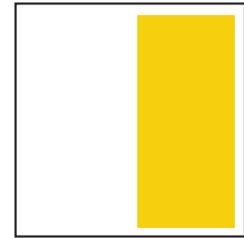
**Full**  
10" x 10"



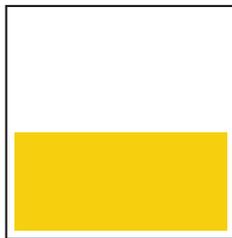
**3/4 page (V)**  
7.45" x 10"



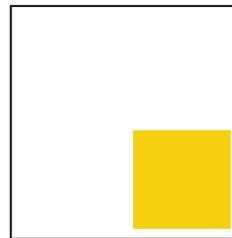
**3/4 page (H)**  
10" x 7.45"



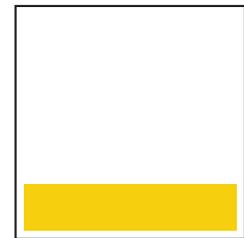
**1/2 page (V)**  
4.9" x 10.0"



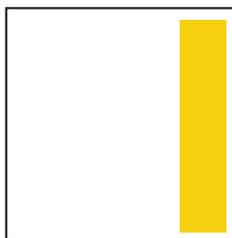
**1/2 page (H)**  
10" x 4.9"



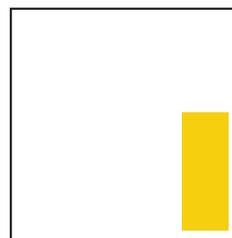
**1/4 page (SQ)**  
4.9" x 4.9"



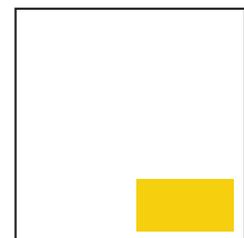
**1/4 page (H)**  
10" x 2.35"



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



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



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

## IMPRESSIONS

**250,000**  
AVERAGE MONTHLY PAGEVIEWS

**125,000**  
AVERAGE MONTHLY VISITORS

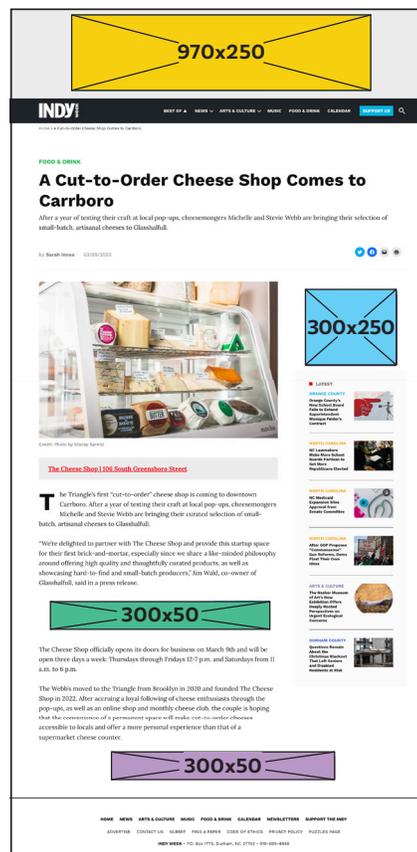
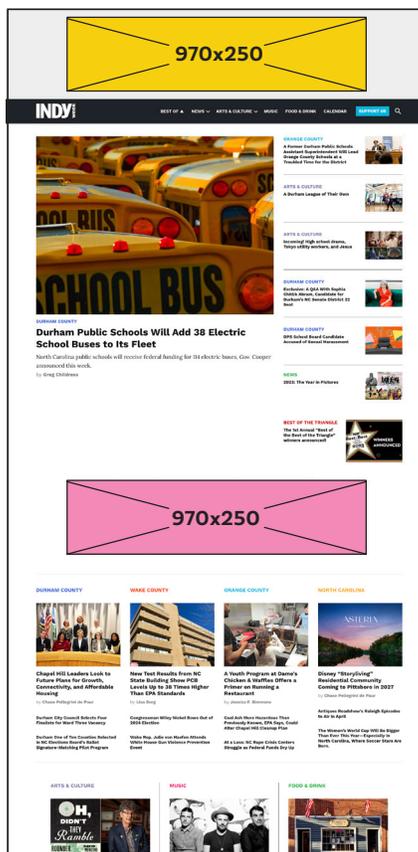
## WEBSITE AD SIZES

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

### Homepage

### Article page

### Sizes (SHARE-OF-VOICE) (width x height)



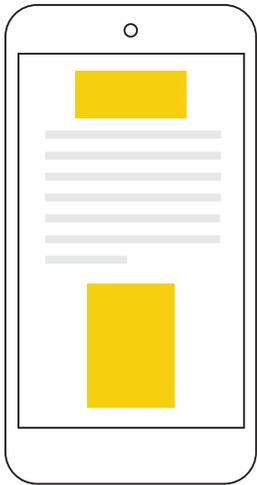
-  **Billboard 100** (100% SOV)  
970x250 pixels  
970x90  
728x90  
320x100
-  **Homepage In-Content** (100% SOV)  
300x250 pixels  
320x100  
728x90  
970x250
-  **Footer/Mobile Sticky Footer** (100% SOV)  
320x100 pixels  
970x90  
728x90
-  **In-Article** (25% SOV)  
300x250 pixels  
728x90
-  **Sidebar** (25% SOV)  
300x600 pixels  
300x250

Website ads run Monday through Sunday.

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

**File Size:**  
Less than 1MB

### NEWSLETTER AD SIZES (width x height)

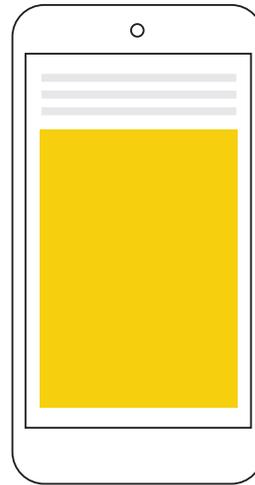


#### Newsletters

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

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



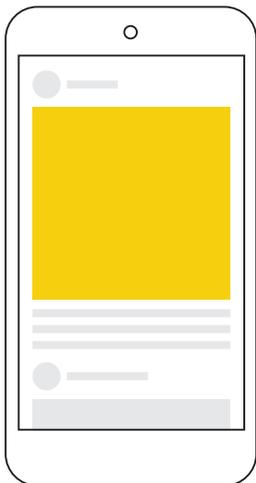
#### Sponsored E-Blast

Exclusive advertiser ownership

- 600 x 800 pixels
- *Include:* subject line and optional 3-4 sentences of copy
- Link URL

**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

### PRINT

#### Ad Space

Noon on the **Thursday** prior to publication.

#### Production Artwork

Noon 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* marketing executive to check availability,  
or email [sales@indyweek.com](mailto:sales@indyweek.com).

### DIGITAL

#### Ad Space

Three business days prior to start date.

#### Production Artwork

Five business days prior to start date.

#### Camera-Ready Ads

Three business days prior to start date.

### 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.

#### Print

**Friday** prior to publication.

#### Digital

**Three business days** prior to start date.

### DESIGN SERVICES

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.*

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