

# The Powerful Carolinas Connection....

## MEDIA KIT

Connects you to your targeted clientele.

Reaching the states most affluent, influential audience in both Carolinas.

We are a niche media outlet like no other in the area.

Powerful, Impactable editorial attracts and captivates our readers, your potential client.

Reaching the *Legal, Real Estate, Financial, Accounting, Insurance, Development & Construction* professionals in North Carolina and South Carolina!

## DOLAN CAROLINAS PROFESSIONAL NETWORK



The Dolan Carolinas Professional Network is an exclusive conduit to leading business professionals throughout the region. The network of *North Carolina Lawyers Weekly*, *South Carolina Lawyers Weekly* and *The Mecklenburg Times*, with their related websites and professional events, delivers trusted information relied upon by a loyal, connected customer base.

Use the network's individual resources to reach a specialized target group or leverage its full power to access a broad spectrum of the region's most sought-after audiences. In either case, the most powerful way for you to partner with the information sources your customers know and trust is through the Dolan Carolinas Professional Network.



NORTH CAROLINA  
**LAWYERS WEEKLY**

[nclawyersweekly.com](http://nclawyersweekly.com)

THE  
**Mecklenburg  
TIMES**

[mecktimes.com](http://mecktimes.com)

SOUTH CAROLINA  
**LAWYERS WEEKLY**

[sclawyersweekly.com](http://sclawyersweekly.com)

# MARKET FACTS

Your gateway to the most affluent professionals in North Carolina and South Carolina.



The most accomplished professionals in the community rely on *The Mecklenburg Times*, *North Carolina Lawyers Weekly* and *South Carolina Lawyers Weekly* to stay informed and connected to news and events in the state. They see the benefit of investing in the leading source for legal news and information and they need to stay at the top of their game and ahead of their professional game.

Advertisers seeking this exclusive market should know...

## OUR READERS ARE:

**Affluent** – On average, the annual household income of our subscriber is \$307,000.

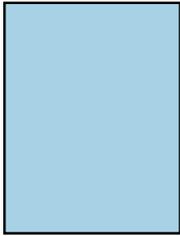
**Experienced** – The typical subscriber have been in business for 27+ years.

**Connected** – Nearly-two thirds of subscribers (64%) share their issues with at least one other person.

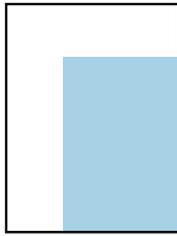
**Decision Makers** – Over four in five (81%) are involved in their organizations' purchases of products and services.

**Our Subscribers are Engaged** – They typically spend 30 minutes reading and looking through the publication. 93% of those have taken at least one action as a result of reading an article or column.

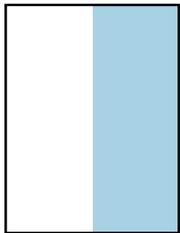
The high-income, powerful audience you want trusts *our niche publications and online products* for their news.



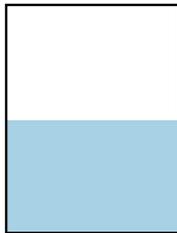
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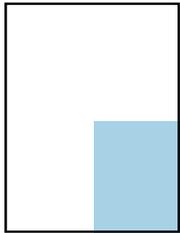
Junior Page  
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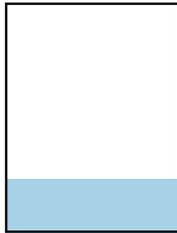
Half Page Vertical  
4.917W" x 16H"



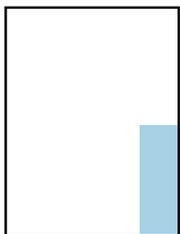
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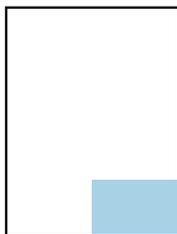
Quarter Page Vertical  
4.917W" x 7.917H"



Quarter Page Horizontal  
10W" x 3.875H"



Eighth Page Vertical  
2.375W" x 7.917H"



Eighth Page Horizontal  
4.917W" x 3.875H"

**Color**

Full Color: ADD \$375 (Qtr Page and Larger)  
Full Color: ADD \$275 (Less than Qtr Page)

**Display** (cost shown is per insertion)

	1x	6x	13x	26x	52x
Full	\$1280	\$1116	\$865	\$735	\$585
Junior	\$960	\$834	\$645	\$550	\$440
Half	\$765	\$685	\$515	\$440	\$350
Quarter	\$430	\$374	\$289	\$246	\$196
Eighth	\$300	\$262	\$203	\$173	\$138
Sixteenth	\$210	\$183	\$140	\$119	\$95
Digital Web Link	\$50	\$20	\$15	\$10	

**Professional Announcement** (cost shown is per insertion)

	1x	2x	3x	4x
Full	\$741	\$480	\$400	\$360
Junior	\$670	\$434	\$360	\$325
Half	\$536	\$347	\$290	\$260
Quarter	\$376	\$243	\$202	\$182
Sixteenth	\$301	\$196	\$162	\$145
Digital Web Link	\$25	\$20	\$15	\$10

**Lawyer to Lawyer Referral and ADR directory**

	6 Month	1 Year
1 Unit	\$965	\$1297
2 Unit	\$1930	\$2594

**Experts and Legal Products & Services Directories**

	13x	26x	52x
1 x 1.5	\$70	\$60	\$54
1 x 2.5	\$88	\$75	\$68
1 x 3.5	\$104	\$88	\$79
1 x 4.5	\$130	\$111	\$100

**Classified Display**

	(per column inch)	Digital Web Link
1x	\$25.75	\$25
4x	\$18	\$18
6x	\$14.80	\$16
13x	\$11.80	\$14
26x	\$10.00	\$12
52x	\$8.50	\$10

**Digital Web Link**

**Classified Line-By-Line**

1x	\$9.74	per line
4x	\$5.81	per line
	\$10	headline
	\$41	box

**Web Site Rates** (per month)

	1week	1mo	3mo	6mo	12mo	Specs
Leaderboard	\$210	\$700	\$450	\$360	\$287	728 x 90
Banner	\$84	\$281	\$150	\$120	\$96	300 x 250
Box	\$126	\$420	\$300	\$240	\$191	234 x 60

**Daily Alert Rates** (per month)

	1week	1mo	3mo	6mo	12mo
Banner	\$84	\$281	\$150	\$120	\$96
Box	\$126	\$420	\$300	\$240	\$191

Tel: 704-377-6221

Fax: 704-377-4258

www.sclawyersweekly.com

# Be Seen on Our Front Page Online and In Your Hand!

Introducing a brand-new way to advertise your organization. Primary placement on the front cover gives you the advantage!

Reserve your exclusive front page space today.



Frequency	Rate
1x	\$920
6x	\$830
13x	\$705
26x	\$600
52x	\$480



**Includes 1 Week  
Leaderboard  
on  
Companion Website**

