

# 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.

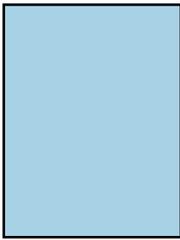
**Experienced** – The typical subscriber have been in business for 27+ years.

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

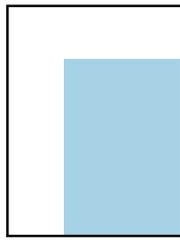
**Decision Makers** – Over four in five (81%) are involved in their organizations' purchases of products and services.

**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.

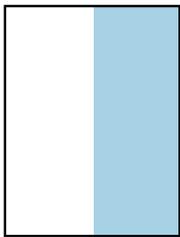
The high-income, powerful audience you want trusts *our niche publications and online products* for their news.



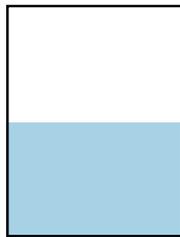
Full Page  
10W" x 16H"



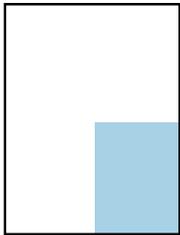
Junior Page  
7.458W" x 11.958H"



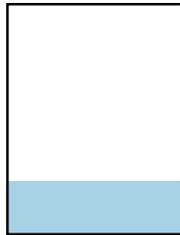
Half Page Vertical  
4.917W" x 16H"



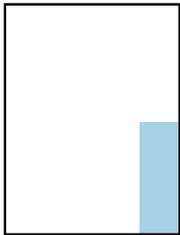
Half Page Horizontal  
10W" x 7.917H"



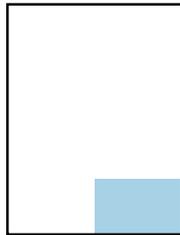
Quarter Page Vertical  
4.917W" x 7.917H"



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             | \$2452 | \$2134 | \$1750 | \$1520 | \$1140 |
| Junior           | \$1840 | \$1600 | \$1320 | \$1150 | \$860  |
| Half             | \$1470 | \$1280 | \$1050 | \$910  | \$680  |
| Quarter          | \$815  | \$708  | \$584  | \$510  | \$380  |
| Eighth           | \$530  | \$463  | \$381  | \$333  | \$250  |
| Sixteenth        | \$370  | \$323  | \$265  | \$231  | \$174  |
| Digital Web Link | \$50   | \$20   | \$15   | \$10   |        |

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

|                  | 1x     | 2x     | 3x    | 4x    |
|------------------|--------|--------|-------|-------|
| Full             | \$1643 | \$1140 | \$950 | \$810 |
| Junior           | \$1478 | \$1020 | \$850 | \$720 |
| Half             | \$1182 | \$816  | \$680 | \$580 |
| Quarter          | \$767  | \$533  | \$445 | \$380 |
| Sixteenth        | \$613  | \$423  | \$354 | \$300 |
| Digital Web Link | \$25   | \$20   | \$15  | \$10  |

**Lawyer to Lawyer Referral and ADR directory**

|        | 6 month | 1 year |
|--------|---------|--------|
| 1 Unit | \$994   | \$1336 |
| 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)

|     | 1x      | 4x | 6x | 13x | 26x | 52x |
|-----|---------|----|----|-----|-----|-----|
| 1x  | \$64.89 |    |    |     |     |     |
| 4x  | \$50.50 |    |    |     |     |     |
| 6x  | \$45.50 |    |    |     |     |     |
| 13x | \$36.50 |    |    |     |     |     |
| 26x | \$27.50 |    |    |     |     |     |
| 52x | \$20.50 |    |    |     |     |     |

**Digital Web Link**

|  |      |
|--|------|
|  | \$25 |
|  | \$18 |
|  | \$16 |
|  | \$14 |
|  | \$12 |
|  | \$10 |

**Classified Line-By-Line**

|    |         |          |
|----|---------|----------|
| 1x | \$11.85 | per line |
| 4x | \$8.20  | per line |
|    | \$12    | headline |
|    | \$41    | box      |

**Web Site Rates** (per month)

|             | 1 week | 1mo    | 3mo   | 6mo   | 12mo  |
|-------------|--------|--------|-------|-------|-------|
| Leaderboard | \$347  | \$1158 | \$965 | \$725 | \$545 |
| Banner      | \$180  | \$600  | \$500 | \$375 | \$285 |
| Box         | \$211  | \$702  | \$585 | \$440 | \$330 |

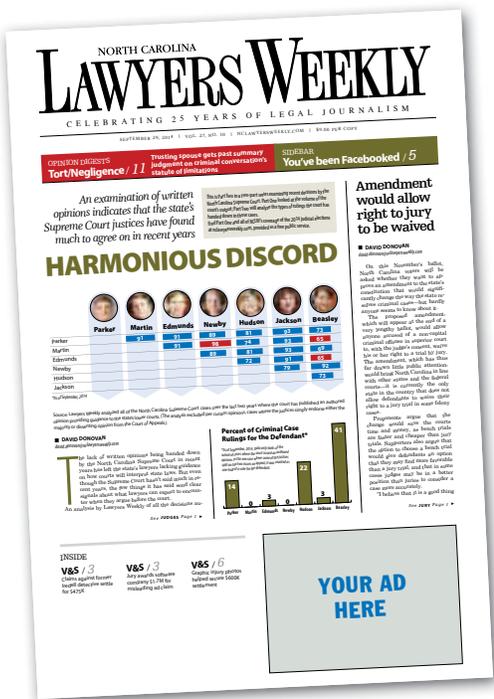
**Daily Alert Rates** (per month)

|        | 1 week | 1mo   | 3mo   | 6mo   | 12mo  |
|--------|--------|-------|-------|-------|-------|
| Banner | \$232  | \$772 | \$643 | \$484 | \$363 |
| Box    | \$198  | \$660 | \$550 | \$412 | \$313 |

# 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        | \$1,200 |
| 6x        | \$1,080 |
| 13x       | \$918   |
| 26x       | \$780   |
| 52x       | \$625   |

**Includes 1 Week Leaderboard on Companion Website**

