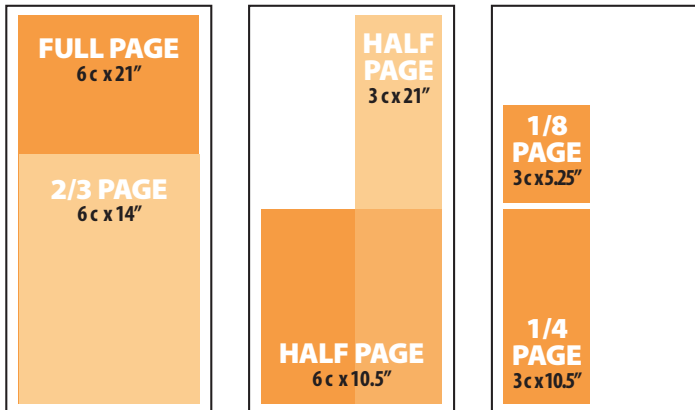


# THE PILOT 2021 MEDIA KIT



## 1X MODULAR AD PRICES

<b>FULL PAGE</b>	<b>Total Audience- \$1030</b>	Pilot only- \$945
<b>2/3 PAGE</b>	<b>Total Audience- \$790</b>	Pilot only- \$715
<b>1/2 PAGE</b>	<b>Total Audience- \$600</b>	Pilot only- \$550
<b>1/4 PAGE</b>	<b>Total Audience- \$430</b>	Pilot only- \$280
<b>1/8 PAGE</b>	<b>Total Audience- \$300</b>	Pilot only- \$150

\*T.A.R includes one banner ad in The Pilot's Briefing email & one week on thepilot.com

## GENERAL PILOT ADVERTISING

(per column inch)

**Open Rate: \$9.50\***      **Non-Profit Rate: \$7.50**

**\*Total Audience Reach Add-On: \$200**

1 col. = 1.53" • 2 col. = 3.22" • 3 col. = 4.92" • 4 col. = 6.61" • 5 col. = 8.31" • 6 col. = 10"

### Pilot Annual Contract Rates (Per column inch)

	4x	12x	24x	52x
<b>5-25"</b>	<b>\$8.50</b>	<b>\$8.00</b>	<b>\$7.00</b>	<b>\$6.00</b>
<b>26-90"</b>	<b>\$6.50</b>	<b>\$6.35</b>	<b>\$5.75</b>	<b>\$5.25</b>
<b>91-126"</b>	<b>\$5.75</b>	<b>\$5.40</b>	<b>\$5.25</b>	<b>\$5.00</b>

\*\$20 minimum cost per ad

The Pilot has 3 audience segments:

- Pilot Newspaper subscribers: 10,000
- ThePilot.com web traffic & Subscribers: 150,000 unique visitors monthly
- The Pilot's Briefing email subscribers: 22,000

Reach all of our readers through our

**\*Total Audience Reach (T.A.R.) programs.**

## TOTAL AUDIENCE REACH MONTHLY PACKAGES *MUST RUN IN 4 WEEKS*

MINI TWO 10" ADS	BASIC TWO 1/8 PAGE ADS	GRAND TWO 1/4 PAGE ADS	DELUXE TWO 1/2 PAGE ADS	PREMIER TWO 2/3 PAGE ADS	HEADLINER TWO FULL PAGE ADS
- One Briefing Ad - Month on thepilot.com	- Two Briefing Ads - Month on thepilot.com	- Two Briefing Ads - Month on thepilot.com	- Two Briefing Ads - Month on thepilot.com	- Two Briefing Ads - Month on thepilot.com	- Two Briefing Ads - Month on thepilot.com
<b>\$375</b>	<b>\$465</b>	<b>\$670</b>	<b>\$980</b>	<b>\$1,280</b>	<b>\$1,700</b>

## TOTAL AUDIENCE REACH ANNUAL PACKAGES *PRICE PER AD*

	WEEKLY T.A.R.		MONTHLY T.A.R.	
	4x	12x	24x	52x
<b>Full Page</b>	<b>\$825</b>	<b>\$790</b>	<b>\$760</b>	<b>\$675</b>
<b>2/3</b>	<b>\$630</b>	<b>\$605</b>	<b>\$570</b>	<b>\$480</b>
<b>1/2</b>	<b>\$490</b>	<b>\$475</b>	<b>\$450</b>	<b>\$375</b>
<b>1/4</b>	<b>\$305</b>	<b>\$295</b>	<b>\$280</b>	<b>\$205</b>
<b>1/8</b>	<b>\$233</b>	<b>\$225</b>	<b>\$210</b>	<b>\$141</b>

Frequency discount rates require a signed contract. Ad sizes may vary throughout contract. Ads must be run within a 12 month span. Failure to fulfill contract to terms of agreement will result in a short rate adjustment.

**The Pilot newspaper publishes every Wednesday and Sunday.**

**Advertising Deadlines:**

**Sunday ad: Thursdays at noon**

**Wednesday ad: Fridays at 3pm**

• INCLUDES ONE BRIEFING & ONE WEEK ON WEB PER AD

• INCLUDES 2 BRIEFING ADS A MONTH & WEB AD MONTHLY

# THE PILOT 2021 MEDIA KIT

## WEB PRICING

WWW.THEPILOT.COM

Averages 150,000 unique visitors monthly  
& 1.1 million page views monthly

	1 mo	6 mo	12 mo	weekly
<b>LEADERBOARD</b> (993 X 150) Averages +/- 100k impressions monthly Home Page & Run of Site Desktop & Mobile	\$550	\$500	\$400	\$100
<b>SIDERAIL</b> (300 X 250) Home Page & Run of Site (Top & Middle Rotation) Desktop & Mobile	\$275	\$250	\$225	\$75
<b>SKYSCRAPER</b> (300 X 600) Run of Site Desktop Only	\$250	\$200	\$175	\$60

## INSERT PRICING

RATES ARE PER THOUSAND

(Minimum \$250 charge)

	1x	2-11x	12-36x	37+x
<b>Single Sheet</b>	\$40	\$35	\$32.50	\$30
<b>2 Broadsheet/4 Tabloid</b>	\$50	\$48	\$47	\$46
<b>4 Broadsheet/8 Tabloid</b>	\$52	\$49	\$47	\$46
<b>6 Broadsheet/ 12 Tabloid</b>	\$54	\$53	\$52	\$51
<b>8 Broadsheet/ 16 Tabloid</b>	\$56	\$53	\$52	\$51

**SHIP ALL INSERTS TO:** Fayetteville Observer c/o The Pilot  
1011 Camden Road • Fayetteville NC 28306

<b>Zone 1</b>	28374	PINEHURST <b>3,191</b>
<b>Zone 2</b>	28387	SOUTHERN PINES <b>1,723</b>
<b>Zone 3</b>	28315/28373	ABERDEEN/PINEBLUFF <b>483</b>
<b>Zone 4</b>	28326; 28327; 27259; 28347; 27281; 28350; 27325; 27376/28394	MOORE COUNTY <b>3,881</b>
<b>Zone 5</b>	Includes ALL ZIP CODES SINGLE COPY <b>4,280</b>	
<b>Zone 6</b>	Other <b>1,011</b>	

## THE PILOT'S BRIEFING

This e-newsletter delivers local news headlines to your inbox every weekday. Averages a 45 to 55% open rate  
**21,000 EMAIL SUBSCRIBERS • SENDS DAILY AT 7PM • BANNER ADS: 600 PIXELS X 244 PIXELS**

1X: \$220

2 OR MORE: \$200

## SPONSORED CONTENT OFFERINGS & PACKAGES

TELL YOUR NEWS, YOUR WAY.

Our expert copywriters will compose a piece that tells a story about your business the way you'd like it to be told.  
It's engaging and influential marketing, enhanced by the look and feel of traditional editorial.

<b>PREMIER SPONSORED CONTENT</b>	<ul style="list-style-type: none"> <li>- Article in The Pilot</li> <li>- Article on thepilot.com with 2 shares in e-newsletter</li> <li>- One Banner ad in The Pilot's Briefing</li> <li>- Email List takeover</li> </ul>	<p>\$1250 1X</p> <p>\$1100 4X</p>
<b>TOTAL AUDIENCE REACH</b>	<ul style="list-style-type: none"> <li>- Article in The Pilot</li> <li>- Article on thepilot.com with 2 shares in e-newsletter</li> <li>- One Banner ad in The Pilot's Briefing</li> </ul>	<p>\$850 1X</p> <p>\$700 4X</p>
<b>ONE AUDIENCE SEGMENT</b>	<p>Article in The Pilot <b>OR</b></p> <p>Article on thepilot.com with 2 shares in e-newsletters</p>	<p>\$600 1X</p> <p>\$550 4X</p>
<b>EMAIL LIST TAKEOVER</b>	<p>Send a customized email with your advertising message to our entire email subscriber base of almost 40,000 people!</p>	<p>\$750 1X</p>
<b>EMAIL-ONLY SPONSORED CONTENT</b>	<p>Featured Event Listing:</p> <p>\$125</p> <p>\$75 PICK-UP (in additional email)</p>	<p>Sponsored Content article: \$300</p>

For more information, contact your Advertising Representative or call **910.692.7271**