

# DIGITAL BRAND

## OWN YOUR LOCAL MARKET

### BY THE NUMBERS Amplify your message

#### SOCIAL MEDIA FOLLOWERS



Chapel Hill	<b>5.4K</b>
Durham	<b>7.4K</b>
Chatham	<b>4.8K</b>



Chapel Hill	<b>12.1K</b>
Durham	<b>32.6K</b>
Chatham	<b>424</b>



Chapel Hill	<b>4.6K</b>
Durham	<b>14K</b>
Chatham	<b>1.3k</b>



**23,300**  
Monthly Website Visits



**21,000**  
Sponsored eBlast Sends  
(Chapel Hill & Durham markets)



**22,000**  
Weekly eNewsletter Sends



**83,000**  
Social Media Followers



**We'd love to hear from you.** Call us at 919.933.1551 or email us!  
advertising@chapelhillmagazine.com   advertising@durhammag.com   advertising@chathammagazinenc.com

SPONSORED BY OUR PARTNER

150 X 75



This Durham weekend is filled with festivals, fossils and a food truck rodeo

Start making plans with our list of the Bull City's top events!

Your Weekend Starts Here...

970 X 250

SAME AD SIZE AS WEBSITE BANNER, REDUCED TO HOOPS WIDE.



Get This Fall Look

Model Alexandria Glenn shows off this fresh autumnal outfit, styled by Melissa de Leon.

Antonio Bernardo earring, Hamilton Hill, \$1,850. Rachel Comoy Topa Dress, Vert & Vogue, \$675. THATCH VINCE necklace, Dinosofie, \$150. Ginette NY Tuory Ceramic and Gold necklace, Dinosofie, \$464. Antonio Bernardo ring, Hamilton Hill, \$2,995. Neely & Chloe Yalf Moon Clutch, South, \$218. Che Mhara Dry Harris Navy Platform, Sofia's Boutique, \$365.



Discover Something Magical with this Rhône White Wine

It pairs perfectly with salmon, a seafood stew or an herb-d chicken dish.

Sponsored Content Title

Seraphina is a sweet, 1-year-old girl who is looking for her forever home. She enjoys a good string toy and head scratches. If you are looking for a gorgeous new friend, Seraphina is for you.

Brought to you by our sponsor, [Paw Veterinary Hospital & Pet Care](#)

728 X 90

Share Tweet Pin Forward

Copyright © 2018/19 "YEAR" (LISTCOMPANY). All rights reserved. "PARENTARCHIVE\_PAGE" (LIST DESCRIPTION)

Our mailing address is: "HTML\_LIST\_ADDRESS\_HTML" (EMAIL)

Want to change how you receive these emails? You can update your preferences in your account page.

"P\_REWARDS" "HTML\_REWARDS" (COUNTR)



eNEWSLETTERS

THE WEEKENDER • DURHAM, INC. • WELLNESS

SPONSOR LOGO

THE SPONSOR PACKAGE

SPONSOR AD

THE WEEKENDER

Our Thursday eNewsletter with information on how to live your best weekend in Durham, Chapel Hill and Chatham County. Each magazine email subscriber list receives a different eNewsletter that reflects their specific community's weekend's events.



Durham Magazine's The Weekender

11,000+ weekly email subscribers



Chapel Hill Magazine's The Weekender

10,000+ weekly email subscribers



Chatham Magazine's The Weekender

1,000+ email subscribers and growing!

AVERAGE OPEN RATES 22.5%

AVERAGE CLICK-THRU RATES 10.7%

DURHAM, INC. eNEWSLETTER

Our monthly Durham business eNewsletter coming to 9,000 email addresses every second Monday of the month sharing timely news bites, networking events and special interviews with local business leaders.

WELLNESS eNEWSLETTER

Our monthly eNewsletter focused on healthy and mindful lifestyle, inspiration and fitness stories will help you live the best version of you. Delivered to 14,000 email addresses across Durham, Chatham and Orange counties every fourth Sunday of the month.

\* Additional ads and sponsored content can be added to these eNewsletters.

SPONSORED CONTENT

SECOND POSITION



## SPONSORED eBLASTS

### AVERAGE STATISTICS ON eBLASTS

Durham eBlast subscribers	<b>11,000+</b>
Chapel Hill eBlast subscribers	<b>10,000+</b>
Durham & Chapel Hill eBlast subscribers	<b>21,000+</b>
Average open rates	<b>14.8%</b>
Average click-thru rates	<b>.95%</b>

### TIPS

- Subject lines matter!  
Think about what would entice a person to open your email!
- Do you want people to click or do you just want to brand? Answer that question and write your eNewsletter with that in mind so that you can lead them to the next inquiry or just feed them information!



## EVENT CALENDAR

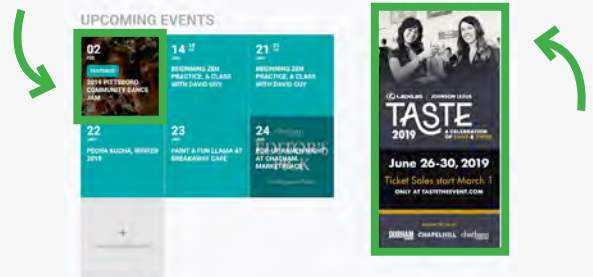
Chapel Hill calendar debuting February 2019.  
Durham calendar debuting March 2019.  
Chatham calendar is live!

### eCALENDARS

Ad placement always next to the calendar that can be changed monthly. Plus, one event per month will be set as a premium placement to be one of the top 6 events. Your event will feature a photo to help set you apart and a “Featured” button.

*Please note that Editor’s picks and additional sponsored events can be set as premium placement on the calendar.*

*This sponsorship is limited to ONE advertiser, per market, per year.*



## WEBSITE BANNERS

**FULL SITE REDESIGNS ARE UNDERWAY AT SHANNON MEDIA INC.** In first quarter we plan to relaunch all three magazine websites with new and larger ad sizes!

### Ad Specifications

Product	Size/Type	Position(s)	Width	Height	Resolution	File Type
<b>eNewsletter</b>	Sponsor Package	Top Logo	150 pixels	75 pixels	≥ 72dpi	JPG, GIF
		Sponsor Ad	970 pixels	250 pixels		JPG, GIF
<b>eNewsletter</b>	Sponsored Content	Body	Image: 132px wide and height 175 MAX. Title: 60 characters max (including spaces.) Description: 2 sentences max.			Image: JPG
<b>eNewsletter</b>	Second Position	Footer	728 pixels	90 pixels		JPG, GIF
<b>Sponsored eBlast</b>	Dedicated Email		600pixels	600-1200 pixels		JPG, GIF
<b>Event Calendar</b>	Premium	On calendar with photo	800 pixels	400 pixels		JPG
<b>Event Calendar</b>	Side	Next to calendar	300 pixels	600 pixels		JPG
<b>Web Banner</b>	Billboard*	Top, Bottom	970 pixels*	250 pixels*		JPG, GIF

\*Leaderboard size can be used (728 x 90) Please include **click-thru URL**. If submitting eblast, please include **subject line**.  
**Submit ads to** [digital@shannonmediainc.com](mailto:digital@shannonmediainc.com)



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# DIGITAL PRODUCTS

## MONTHLY



### eNEWSLETTERS

THE WEEKENDER • DURHAM, INC. • WELLNESS

#### SPONSOR

Includes header logo and first position banner.  
One sponsor available per market, per month.

THE WEEKENDER  
**\$995/mo**  
Chapel Hill or Durham

**\$300/mo**  
Chatham

DURHAM, INC.  
**\$500/mo**

WELLNESS  
**\$995/mo**

#### SECOND POSITION BANNER

**\$150/week**

THE WEEKENDER Chapel Hill, Durham, Chatham  
DURHAM, INC.  
WELLNESS

#### SPONSORED CONTENT

THE WEEKENDER  
**\$400/mo**  
Chapel Hill or Durham

**\$250/mo**  
Chatham

DURHAM, INC.  
**\$400/mo**

WELLNESS  
**\$400/mo**

\*\*BUY CONSECUTIVE 3X OR MORE,  
EARN A 10% DISCOUNT

## MONTHLY



### SPONSORED eBLAST

Custom email to 20,000+ opt-in subscribers

**\$750**  
All 3 Markets

**\$450**  
Per Market

Only 2 per market, per week.

## ANNUAL



### WEBSITE BANNER ROTATION

All sites will re-launch with new  
and larger ad sizes in Q1 2019.

**\$1,500**  
Chapel Hill or  
Durham

**\$750**  
Chatham

**\$3,120**  
All 3 Sites

All prices are annual buys.

Limited to 5 advertisers available per site.  
Display ads can be updated 1x per month.

## ANNUAL



### EVENT CALENDAR SPONSOR

Available Q1 2019 with full site redesign.  
Includes skyscraper ad placement next to calendar  
and one event per month with premium placement,  
photo and premium button on the calendar.

**\$3,480/yr** DURHAMMAG.COM OR  
CHAPELHILLMAGAZINE.COM

**\$1,800/yr** CHATHAMMAGAZINE.COM

*\*Digital products will be billed up front for annual contracts.*



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