

Our Town

TOWN of WAKE FOREST

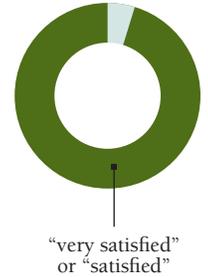


Relevant Content

Our Town is an award-winning publication produced by the Town of Wake Forest Communications Department for area residents. Each edition features pertinent information about upcoming events, parks and recreation opportunities, project updates and other town activities.

Our Readers Tell Us...

- 93% of readers surveyed were VERY SATISFIED or SATISFIED with the content of *Our Town*.*
- Information about community events is the #1 requested topic by residents.



*2015 communications survey results as of May 11.



Target Market

The Wake Forest area population has grown rapidly during the past ten years. Our readers are:

- Affluent with a median household income of \$70,000
- 40% earn more than \$100,000
- Live within the geographic area that encompasses Wake Forest town limits and surrounding areas



Circulation

FREQUENCY: Bi-Monthly
(July/Aug, Sept/Oct, Nov/Dec, Jan/Feb, Mar/Apr, May/June)

CIRCULATION: 28,200

Distribution

Direct mailed to 27,700 households:

- 22,500+ Wake Forest households in the 27587 zip code (full saturation)
- 4,500+ Wakefield households



Advertising Benefits

- MARKET SATURATION**
An ad in *Our Town* reaches all Wake Forest and Wakefield households
- DIRECT MAILED**
Mailed to 27,700 households
- RELEVANT CONTENT**
Your message will appear alongside relevant information that is geared for residents
- AWARD-WINNING PUBLICATION**
Limited number of spaces for advertisers will ensure that your ad receives high visibility

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Advertising Rates

AD SIZE	WIDTH x HEIGHT	INSERTION RATE*
Full Page Back Cover	8.5" x 11" plus bleed	\$1,200
Full Page	8.5" x 11" plus bleed	\$900
Half Page Vertical	3.875" x 10.5"	\$550
Half Page Horizontal	8" x 5.12"	\$550
Quarter Page	3.875" x 5.12"	\$325
Eighth Page Horizontal	3.875" x 2.45"	\$225

*rates subject to change after June 1, 2017



Full Page Half Page Vertical Half Page Horizontal Quarter Page Eighth Page

Space Reservation & Deadlines

ISSUE	SPACE RESERVATION	MATERIALS DUE
July/Aug 2016	May 26	June 1
Sept/Oct 2016	July 25	Aug 1
Nov/Dec 2016	Sept 26	Oct 3
Jan/Feb 2017	Nov 23	Dec 1
Mar/April 2017	Jan 25	Feb 1
May/June 2017	Mar 24	Mar 31
July/Aug 2017	May 26	June 2
Sept/Oct 2017	July 25	Aug 1
Nov/Dec 2017	Sept 25	Oct 2

A limited number of ad spaces are available. Reserve your ad early to ensure availability. Contract must be signed and paid in full to lock in ad space.

Artwork Submission

- Artwork should be a press ready PDF file saved at maximum resolution (300 dpi) in actual size
- Full page ads should include 0.125" bleed on all four sides

Send artwork to:
abolton@wakeforestnc.gov

Non-profit Discount:

- 501c3 organizations—20%

Series Discount:

- 3-5 insertions—15%
- 6+ insertions—20%

Contact

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919-435-9422



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301 S. Brooks St., Wake Forest, NC 27587
wakeforestnc.gov/our-town.aspx