
2022 Market Guide



More than just the local news



www.yourdailyjournal.com | 607 B E Broad Ave Rockingham NC | 910-997-3111

Local Audience Reach

Do you need to get your message in front of people who live, work, and raise their families in Richmond County? The Daily Journal reaches them where they live and how they live: delivered to their homes and electronic devices.



Close to 60,000 unique visitors seek out our website for the latest local news and sports

2,500 subscribers welcome our digital newsletter to their inboxes with an average 42% open rate

Over 1,600 households in Richmond County welcome the Daily Journal into their homes



18,649 Followers



2,187 Followers



1,233 Followers

Local News Legacy

Serving Richmond County for over 91 years, the Daily Journal is the premier news source for a connected and engaged conversation with the people who live and work in this community.

Contact Us

Publisher - Tricia Johnston

tjohnston@cmpapers.com

General Manager - Thalia Richardson

trichardson@yourdailyjournal.com

Advertising Sales - Stephanie Nicholas

snicholas@yourdailyjournal.com

Classified Advertising - Aaliyah Harrington

aharrington@yourdailyjournal.com

Targeted Audience Reach

Do you need to get your message to a specific audience in Richmond County or anywhere in the state, region, or across the United States? Our targeted digital tactics deliver your message to that target in a transparent and measurable way.

Search Engine Marketing



Drive qualified leads to your website when they are ready to take action with Google search advertising

OTT/CTV & Pre-Roll



Capture the attention of a streaming audience on any device whether mobile or in-home large screen

Display Ads



Target a custom audience in a relevant location with animated banner advertising in the open web

Social



Target social media users browsing content on Facebook, Messenger, and Instagram

Audio Streaming

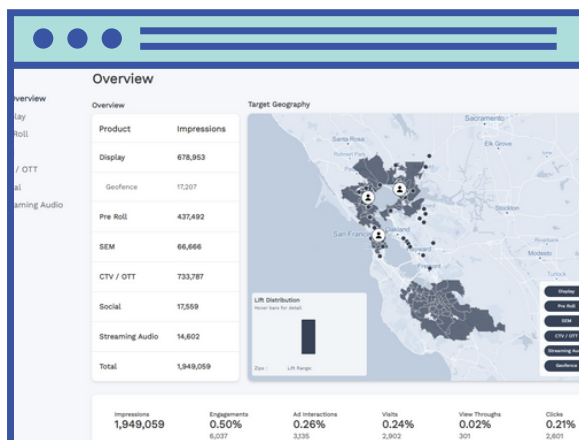


Target a streaming audience listening to audio content in a relevant location

Geofence



Target an audience based on their precise location with programmatic display advertising



Analytics

Access to a real-time customized dashboard provides transparent and accurate reporting of your campaign performance. Whether you choose to monitor your campaign or rely on our digital marketing experts, you can be assured that your message will be continually optimized.

Rates & Mechanicals

Retail & Classified Print Rates

Frequency	52x	26x	13x	4x	Open
1/4 Page or Larger	\$6.00	\$6.50	\$7.25	\$9.50	\$10.50
Up to 1/4 Page	\$6.75	\$7.50	\$9.00	\$11.50	\$13.00
Value Added Imp					
1/4 Page or Larger	10K	7.5K	5K	5K	5K
Up to 1/4 Page	5K	5K	5K	5K	5K

Color

1/2 Page or Larger \$100
Up to 1/2 Page \$50

Multi-Market Buys

2 Markets 15% | 3 Markets 20%
4 Markets 30% | 5 Markets 45%

Retail & Classified Widths

6 Columns per page
Image ready area: 9.88" x 21.5"
Each column is 1.55" wide
Double Truck 20.86" x 21.5"

1 column	1.55"
2 columns	3.22"
3 columns	4.88"
4 columns	6.55"
5 columns	8.22'
6 columns	9.88"

Tabloid Widths

4 Columns per page
Image ready area: 10.25" x 9.88"
Each column is 2.4375" wide
Full Page 10.25" x 9.88"

Deadlines

Publishes Wednesday & Saturday
Space deadline 2 days prior 3 pm
Copy deadline 2 days prior 3 pm
Art deadline 1 day prior 11 am

FSI cpm

	1-5x	6-12x	13-25x	26-38x
Single Sheet	\$44	\$41	\$39	\$37
4-12 Tab/2-6 Std	\$64	\$60	\$58	\$56
16-24 Tab/8-12 Std	\$78	\$76	\$74	\$72
28-36 Tab/16-18 Std	\$84	\$82	\$80	\$78

Print & Deliver cpm

	1-5x	6-12x	13-25x	26-38x
Single Sheet	\$90	\$87	\$84	\$81

Preprint Deadlines and Receiving

Deadline for scheduling is two weeks prior to insertion date. All printed material must arrive our production facility at least seven days prior to insertion. Receiving hours: M-F 8:00 am - 4:30 pm

Ship preprints to: 2175 N Roberts Ave., Lumberton NC 28358