

# UP & COMING WEEKLY

Fayetteville, Fort Bragg and Cumberland County's Community Newspaper  
[www.upandcomingweekly.com](http://www.upandcomingweekly.com)

## 2022 ADVERTISING RATES

### Page Size

Full Page .....	\$1475
3/4 Page .....	\$1190
1/2 Page .....	\$796
3/8 Page .....	\$660
1/4 Page .....	\$450
1/8 Page .....	\$275
1/16 Page .....	\$160

• All placements include full color

Guaranteed Placement .....25% of ad cost

### COVER RATES

Inside Front .....	\$1595
Inside Back .....	\$1490
Back Cover .....	\$1750
Double Truck .....	\$2890

**Deadlines are 14 days prior to publication date for ALL Ads/Content**

### DESIGN SERVICES

Layout and Design.....	\$75 - \$250
Design Changes (over 50% of ad) .....	\$50
Provide an ad to another publication .....	\$50
Logo Design .....	\$350 & up

### SHOWCASE MARKETING PROGRAMS

**Special Editions & Non-Profit Rates & Advertising both in print and online**

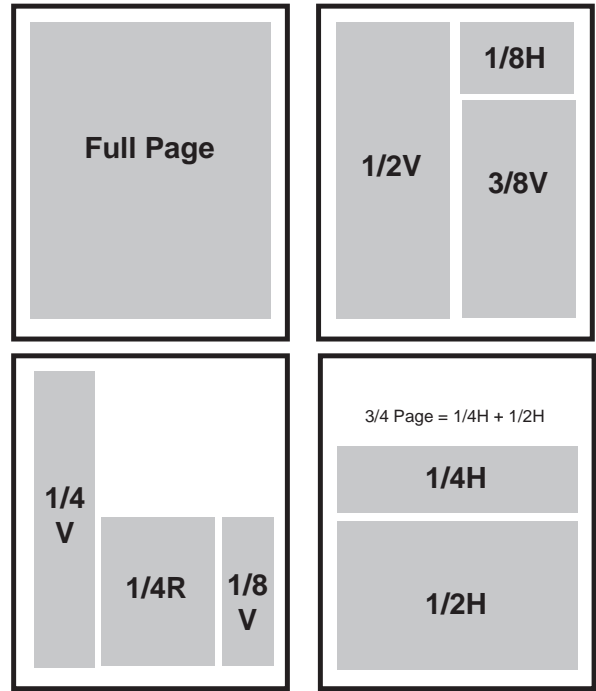
Up & Coming Weekly offers marketing incentive programs for businesses and organizations who initiate programs with frequency of 6 or more placements. This includes special annual editions such as the Dogwood Festival, Best of Fayetteville and Pocket Guide which offer great value to all advertisers.

\* All sizes based on width x length.

Ads sent in distilled pdf format are preferred.

Eps, tif or jpg files can also be accepted.

**Must be formatted in CMYK coloration | Minimum DPI 300**



### AD SIZES

Full Page .....	9.75" x 12"
3/4 Page .....	9.75" x 8.87"
1/2 Vertical .....	4.75" x 12"
1/2 Horizontal .....	9.75" x 5.87"
3/8 Vertical .....	4.75" x 8.87"
1/4 Horizontal .....	9.75" x 2.87"
1/4 Regular .....	4.75" x 5.87"
1/8 Horizontal .....	4.75" x 2.87"
1/16 .....	2.25" x 2.87"

Up & Coming Weekly supports over 45 local non-profit charitable organizations. Ask your marketing representative for more information about these programs.



**(910) 484-6200**

**Fax (910) 484-9218**

208 Rowan Street • Fayetteville, NC 28301

**Pocket Guide**  
Business & Community Directory



[www.kidsvillenews.com/cumberland](http://www.kidsvillenews.com/cumberland)

Revised: 02/09/22

**• Average estimated readers per edition during the audit period: 2.5**

\* Readership estimates compiled from 2020-2021 CVC circulation & readership study data.

**1. Up & Coming Weekly is distributed regularly in your area. Do you regularly read or look through Up & Coming Weekly?**

YES 285 Survey Respondents

**2. Do you frequently purchase products or services from ads seen in Up & Coming Weekly?**

YES 202 70.9%  
NO 83 29.1%

**3. How long do you keep Up & Coming Weekly before discarding it?**

56% 1-2 Days  
22% 3-4 Days  
11% 5-6 Days  
11% 1 Week or More

**4. What range best describes your age.**

Reader Demographics	Market Demographics
00%	07% 18 - 20
07%	10% 21 - 24
20%	23% 25 - 34
28%	16% 35 - 44
26%	18% 45 - 54
15%	14% 55 - 64
04%	07% 65 - 74

**5. Reader Gender? (Voice recognition – Gender Bias Rotation)**

41% 48% Male Readers  
59% 52% Female Readers

**6. What range best describes your combined annual household income for last year?**

Reader Demographics	Market Demographics
04%	12% \$25,000 - \$34,999
19%	16% \$35,000 - \$49,999
21%	19% \$50,000 - \$74,999
20%	12% \$75,000 - \$99,999
11%	08% \$100,000 - \$124,999
08%	04% \$125,000 - \$149,999
06%	03% \$150,000 - \$199,999

**7. What is the highest level of education you have obtained?**

Reader Demographics	Market Demographics
<01%	09% Some High School or Less
19%	26% Graduated High School
36%	44% Some College
31%	14% Graduated College
08%	05% Completed Master Degree

**8. Which of the following products or services do you plan to purchase during the next twelve months? (% = Positive respondents)**

79%	Dining & Entertainment	42%	Pharmacist / Prescription Service	48%	Medical Services / Physicians
41%	Furniture / Home Furnishings	22%	Florist / Gift Shops	38%	Tax Services
48%	Men's Apparel	10%	Home Heating / Air Conditioning (service, new equipment)	32%	Health Club / Exercise Classes
62%	Women's Apparel	46%	Vacations / Travel	33%	Cleaning Services
19%	Children's Apparel	31%	Automobile Accessories (tires, brakes & service)	35%	Veterinarian/Pet Supplies
18%	Jewelry	34%	Lawn & Garden Supplies	29%	Lawn Care Services
24%	Television or Electronics	21%	Home Improvements / Supplies	25%	Computer/Tablets or Laptops
25%	Cell Phone Services	24%	Major Home Appliances		

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rule and Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.

**\*The current status of this report expires September 30, 2023.**

If this is presented after September 30, 2023 please call the toll-free number listed below.