

# UP & COMING WEEKLY

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

## 2020 ADVERTISING RATES

### Page Size

Full Page .....	\$1428
3/4 Page .....	\$1154
1/2 Page .....	\$796
3/8 Page .....	\$638
1/4 Page .....	\$438
1/8 Page .....	\$248
1/16 Page .....	\$134

• All placements include full color

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

### COVER RATES

Inside Front .....	\$1562
Inside Back .....	\$1447
Back Cover .....	\$1701
Double Truck .....	\$2812

**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**

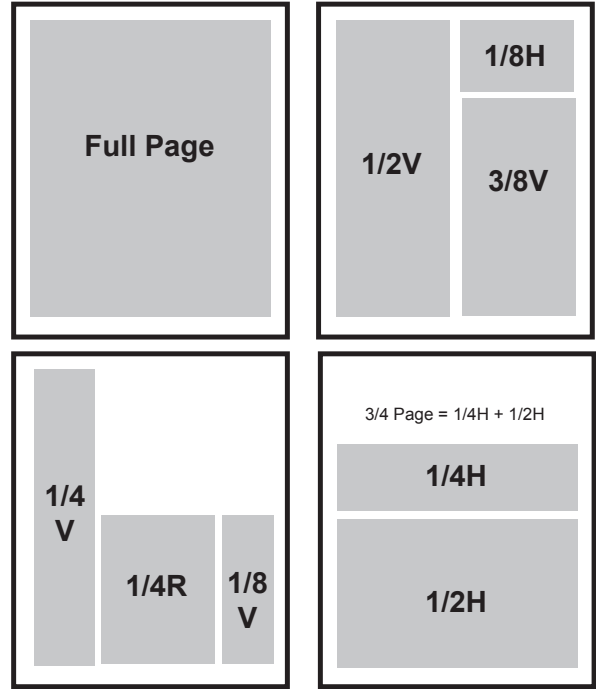
Up & Coming Weekly offers marketing incentive programs for businesses and organizations who initiate programs with frequency of 6 or more placements. This includes special annual editions such as the Dogwood Festival, Best of Fayetteville and Pocket Guide which offer great value to all advertisers.

\* 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

**Pocket Guide**  
 Business & Community Directory



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

Revised: 1/31/20

**• Average estimated readers per edition during the audit period: 2.4**

\* Readership estimates compiled from 2019 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 263 Survey Respondents

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

YES 199 75.7%

NO 64 24.3%

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

43% 1-2 Days

30% 3-4 Days

12% 5-6 Days

15% 1 Week or More

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

Reader Demographics	Market Demographics
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01%	07%	18 - 20
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10%	10%	21 - 24
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21%	23%	25 - 34
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26%	16%	35 - 44
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25%	18%	45 - 54
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15%	14%	55 - 64
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03%	07%	65 - 74
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**5. Reader Gender? (Voice recognition – Gender Bias Rotation)**

48%	48%	Male Readers
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52%	52%	Female Readers
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**6. What category best describes your combined annual household income for last year?**

Reader Demographics	Market Demographics
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06%	12%	\$25,000 - \$34,999
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15%	15%	\$35,000 - \$49,999
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23%	20%	\$50,000 - \$74,999
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22%	12%	\$75,000 - \$99,999
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11%	08%	\$100,000 - \$124,999
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06%	04%	\$125,000 - \$49,999
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**7. What is the highest level of education you have obtained?**

Reader Demographics	Market Demographics
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00%	09%	Some High School or Less
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21%	26%	Graduated High School
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42%	44%	Some College
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30%	14%	Graduated College
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04%	05%	Completed Master Degree
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**8. Which of the following products or services do you plan to purchase during the next twelve months? (% = Positive respondents)**

88%	Dining & Entertainment	52%	Pharmacist / Prescription Service	56%	Medical / Physicians
49%	Furniture / Home Furnishings	30%	Florist / Gift Shops	41%	Tax Services
54%	Men's Apparel	17%	Home Heating / Air Conditioning (service, new equipment)	46%	Health Club
66%	Women's Apparel	56%	Vacations / Travel	41%	Cleaning Services
25%	Children's Apparel	39%	Automobile Accessories (tires, brakes & service)	33/32%	Veterinarian/Pet Supplies
21%	Jewelry	41%	Lawn & Garden Supplies	15%	Used Automobiles
29%	Television or Electronics	30%	Home Improvements / Supplies	23%	Computer/Tablets or Laptops

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, 2021.**

If this is presented after September 30, 2021 please call the toll-free number listed below.