SUBMISSION GUIDELINES

FILE SPECIFICATIONS

Trim size is 8.375" wide by 10.875" tall. Bleed size is 8.625" wide by 11.125" tall. Live area is 7.875" wide by 10.375" tall.

Ads must be submitted as a high-resolution (300 dpi), CMYK Adobe PDF (exported using the PDF/X-1a:2001 setting) or a high-resolution TIFF.

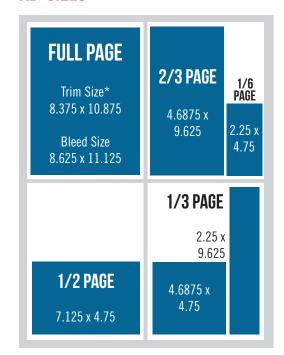
All full-page ads must be submitted at bleed size. Keep live matter 0.375" from all sides that bleed, 0.25" from trim.

All images must be saved as CMYK at 300 dpi. No spot colors, RGB, LAB, or INDEX color elements; these must be converted for publication. If color is critical, a certified color accurate proof can be submitted. We cannot be responsible for color variations and quality on files submitted not following these guidelines.

No advertisements may be canceled after the published deadline dates. All finished art is due on or before the material deadline.



AD SIZES



Dimensions are provided in inches.
*All full-page ads must be submitted at bleed size.

ABOUT US

Main & Broad is published by Cherokee Media Group, a full-service media company based in Cary. CMG also

publishes Main & Broad's sister publication, Cary Magazine, an award-winning lifestyle magazine highlighting Cary, Apex and Morrisville.

> CMG specializes in print and digital media, custom publishing, event and meeting planning, public relations, digital marketing, and photography.

CHEROKEE MEDIA GROUP

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CINDER THE FIRE DOG HOLLY SPRINGS

DEMOGRAPHICS DISTRIBUTION

in Holly Springs and Fuquay-Varina

\$279,926 Average Home Market Price

\$84,134
Median household income

88% of Holly Springs families own their homes, the highest rate of home ownership in

Wake County.

Median

Age is

YEARS OLD

\$144,919,932 in residential investment spent in

n residential investment spent in Fuquay-Varina last year

65,960 Combined population NEARLY HALF

of residents have a bachelor's degree or higher.

Predicted to grow

120% TO 135%

in the next 5 years.

Demographic information according to the Town of Holly Springs and Town of Fuquay -Varina

FREE! TAKE ONE! 15,000 readers per issue

Direct mail to businesses and residents

> Delivery through New Neighbor Welcome Service

Free pickup at 30 locations

such as Harris Teeter,
Food Lion, N.C. Farmers
Market, area chambers
of commerce, restaurants,
local shopping centers &
area public libraries.

Plus

DIGITAL EDITION available

online & emailed to more than 45,000 recipients

EDITORIAL CALENDAR

FEB/MAR

AD SPACE: 1/6 Ad materials due: 1/11 On Newsstands: 1/29 Arts Issue:
Local artistans & makers

APRIL/MAY

AD SPACE: 3/10 AD MATERIALS DUE: 3/15 On Newsstands: 3/30 Outdoor Adventures: Bike, hike and play

JUNE/JULY

AD SPACE: 5/6 AD MATERIALS DUE: 5/11 On Newsstands: 5/28 Summer is Here! Food Issue

AUG/SEP1

AD SPACE: 7/8 AD MATERIALS DUE: 7/13 On Newsstands: 7/30 Secret Spots Back to School

OCT/NOV

AD SPACE: 9/9 AD MATERIALS DUE: 9/15 On Newsstands: 9/30 Homes & Interiors Women to Watch

DEC/JAN

AD SPACE: 11/9 AD MATERIALS DUE: 11/11 On Newsstands: 11/30 Holidays & Entertaining Health & Wellness



In EVERY ISSUE

MEET & GREET, THERE & BACK, RISE & DINE DINING GUIDE, FUQUAY-VARINA MEMES & MORE

2021 RATES

| Ad Size | 1X | 3X | 6X |
|-----------|---------|---------|---------|
| Full Page | \$2,000 | \$1,800 | \$1,600 |
| 2/3 Page | \$1,300 | \$1,175 | \$1,050 |
| 1/2 Page | \$1,100 | \$985 | \$880 |
| 1/3 Page | \$700 | \$630 | \$575 |
| 1/6 Page | \$400 | \$350 | \$300 |

PREMIUM PLACEMENTS

Inserts, gatefolds, bellybands, stickers and premium pages can be quoted upon request by your advertising executive.

Sizes and submission guidelines located on reverse.

ADVERTORIAL ADVERTISING

Speical advertising opporutnities are available.







@Main & Broad



@mbmagazinenc

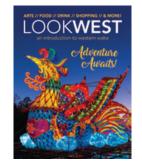


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#mainandbroad #mbmagazine







SUMMER 2021

AD SPACE: 6/15 AD MATERIALS DUE: 6/22