

The  
**Daily Drum**  
MEDIA GROUP

*proudly serving from the capital to the coast*



**Daily Drum  
Newspaper**

**Carolina Today  
Newspaper**

***Founded in 1990***

***Eastern North Carolina's largest African  
American community newspaper***

***Reaching 80,000 readers per month***

***Highly recognized for quality local and  
national news***

***Our reach extends north to Scotland  
Neck, south Kinston, east to Rocky Mount  
and west to Goldsboro***



'Like' us on Facebook

**PO Box 965, Greenville, NC 27835 Voice (252) 931-0678 Fax (252) 931-0778**

# 2013

## DEMOGRAPHIC PROFILE

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### The Daily Drum Media Group

<b>Total Pitt County Adults</b>	<b>173,294</b>
<b>Total Number of Monthly Readers</b>	<b>80,000</b>

#### DELIVERY METHODS

<b>Rack</b>	<b>100%</b>
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#### GENDER

<b>Adult Men</b>	<b>47.2%</b>
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<b>Adult Women</b>	<b>52.8%</b>
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#### AGE

<b>Median age</b>	<b>31 years</b>
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#### ETHNICITY

<b>Black</b>	<b>34.6%</b>
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<b>Hispanic</b>	<b>5.7%</b>
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<b>White</b>	<b>56.7%</b>
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<b>Asian</b>	<b>1.7%</b>
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<b>Other</b>	<b>0.1%</b>
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#### HOUSEHOLD INCOME

<b>Under \$25,000</b>	<b>15%</b>
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<b>\$25,000-\$34,999</b>	<b>12%</b>
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<b>\$35,000-\$49,999</b>	<b>32%</b>
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<b>\$50,000-\$74,999</b>	<b>17%</b>
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<b>\$75,000+</b>	<b>24%</b>
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#### EDUCATION

<b>High School Graduate</b>	<b>65%</b>
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<b>College Graduate</b>	<b>28%</b>
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# 2013

READER PROFILE

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### DELIVERY METHODS

<b>Rack</b>	<b>100%</b>
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### OCCUPATION

<b>Management/Professional</b>	<b>43.6%</b>
<b>Sales and Clerical Workers</b>	<b>29.4%</b>
<b>Retired</b>	<b>19.5%</b>
<b>Homemakers</b>	<b>6.5%</b>

### HOME OWNERSHIP

<b>Own residence</b>	<b>55.6%</b>
<b>Rent residence</b>	<b>42.0%</b>

### AUTOMOTIVE

<b>Domestic Vehicle Owned</b>	<b>66.7%</b>
<b>Foreign Vehicle Owned</b>	<b>34.0%</b>
<b>Automotive Shoppers</b>	<b>60%</b>

### ENTERTAINMENT

<b>Movie-Goers</b>	<b>79.7%</b>
<b>Music Concerts</b>	<b>32.3%</b>
<b>Sporting Events</b>	<b>31.9%</b>
<b>Restaurant Diners</b>	<b>67.3%</b>

# 2013

NATIONAL RETAIL RATES

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## The Daily Drum Media Group

### Specifications:

S A U Standard Ad sizes – Broadsheet 6 Column x 20.5”  
Column Inch Size 1.583” or 10.125” = 6 Columns

Fax or email ad copy

Email copy to [dailydrum@cmghost.net](mailto:dailydrum@cmghost.net)

### DEADLINES

Call for deadlines

**Materials:** Monday 4:30 pm

**Publication Day:** Thursday

### PRE-PRINTED ORDERS

**Minimum Order:** 10,000

**Delivery:** 1150 Sugg Parkway, Greenville, NC 27858 Attn: Meredith

### POLYBAG PROGRAM

Increase your visibility and allow your advertising message and logo to be printed on the polybags which will cover the entire publication.

**Distribution Rates:** Call for quotes

**Minimum Circulation:** 10,000

### PRODUCT PLACEMENT

Call for quote

**Minimum Circulation:** negotiable

#### **Delivery Address:**

1150 Sugg Parkway  
Greenville, NC 27858  
Attn: Meredith

#### **Delivery Times:**

Monday – Friday 8AM-4PM

**Daily Drum Newspaper**

**PO Box 965, Greenville, NC 27835 Voice (252) 931-0678 Fax (252) 931-0778**

# THE DAILY DRUM NEWSPAPER OPEN RATE CARD

			LOCAL	MAJOR	NATIONAL
			\$21.00 P.C.I.	\$24.00 P.C.I.	\$27.00 P.C.I.
1	X	2	\$42.00	\$48.00	\$54.00
1	X	3	\$63.00	\$72.00	\$81.00
1	X	4	\$84.00	\$96.00	\$108.00
1	X	5	\$105.00	\$120.00	\$135.00
1	X	6	\$126.00	\$144.00	\$162.00
1	X	7	\$147.00	\$168.00	\$189.00
1	X	8	\$168.00	\$192.00	\$216.00
1	X	9	\$189.00	\$216.00	\$243.00
1	X	10	\$210.00	\$240.00	\$270.00
2	X	2	\$84.00	\$96.00	\$108.00
2	X	3	\$126.00	\$144.00	\$162.00
2	X	4	\$168.00	\$192.00	\$216.00
2	X	5	\$210.00	\$240.00	\$270.00
2	X	6	\$252.00	\$288.00	\$324.00
2	X	7	\$294.00	\$336.00	\$378.00
2	X	8	\$336.00	\$384.00	\$432.00
2	X	9	\$378.00	\$432.00	\$486.00
2	X	10	\$420.00	\$480.00	\$540.00
3	X	2	\$126.00	\$144.00	\$162.00
3	X	3	\$189.00	\$216.00	\$243.00
3	X	4	\$252.00	\$288.00	\$324.00
3	X	5	\$315.00	\$360.00	\$405.00
3	X	6	\$378.00	\$432.00	\$486.00
3	X	7	\$441.00	\$504.00	\$567.00
3	X	8	\$504.00	\$576.00	\$648.00
3	X	9	\$567.00	\$648.00	\$729.00
3	X	10	\$630.00	\$720.00	\$810.00
3	X	11	\$693.00	\$792.00	\$891.00
6	X	10	\$1,260.00	\$1,440.00	\$1,620.00
6	X	21	\$2,646.00	\$3,024.00	\$3,402.00

Insertion: A flat rate of \$930.00

Spot Color - \$75.00

Full Color - \$295.00

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email: [dailydrum@cmghost.net](mailto:dailydrum@cmghost.net)

*Quality is our Standard. Integrity is our Tradition*