


**Cary**Citizen

**2012  
MEDIA  
KIT**





## INSIDE THE EYE

CANES OVER LEAFS 4-3 IN OT

### Inside the Eye: Staal Leads Canes Past Leafs 4-3 In OT

Eric Staal scored his second goal of the game 3:09 in overtime to lead the Carolina Hurricanes past the Toronto Maple Leafs, 4-3 at the RBC Center December 29, 2011. It was the Canes third consecutive victory at home and second in overtime....

*January 2, 2012 / No Comment / Read More #*

### Categories

Select Category

### Featured

- CaryCitizen Names Jeff Strowe Manager of Media Services
- Inside the Eye: Staal Leads Canes Past Leafs 4-3 In OT
- Humorist: Bang a Pan, It's New Year's Eve
- 1 Million Happy New Years From CaryCitizen
- Recipe: Hoppin' John Brings Luck for 2012
- Inside the Eye: Holiday Edition
- Technology: Predictions for 2012
- New Year's Eve Champagne Cocktails
- Fitness: 7 Ways to Stay Motivated
- Top 4 New Year's Eve Party Tips From a Pro
- Inside the Eye: This is Starting to Hurt
- Fashion: 8 Effortless Holiday Styles
- Food: Olé Mole!
- Christmas in Mangalore
- Night Photography: Lochmere Christmas Flotilla



**RAILHAWKS VS. FC EDMONTON**  
SAT JULY 23

**RAILHAWKS VS. ATLANTA**  
SAT JULY 30

**GET TICKETS**



**CARY CROSS CURRENTS CHAMBER MUSIC ARTS FESTIVAL**

**JULY 5-17, 2011**

A new celebration in Downtown Cary featuring music, art, events, food and much more.

**MORE INFO**

### Community



### 1 Million Happy New Years From CaryCitizen

It's been a leisurely week here at CaryCitizen with just a few stories published. But...

*December 29, 2011 / No Comment / Read More #*

### News



### CaryCitizen Names Jeff Strowe Manager of Media Services

Coming on the heels of our one millionth story view, CaryCitizen kicks off 2012 with...

*January 2, 2012 / No Comment / Read More #*



### Recipe: Hoppin' John Brings Luck for 2012

One tradition common in the Southern USA is that each person at the meal should...

*December 29, 2011 / No Comment / Read More #*



### Inside the Eye: Staal Leads Canes Past Leafs 4-3 In OT

Eric Staal scored his second goal of the game 3:09 in overtime to lead the...

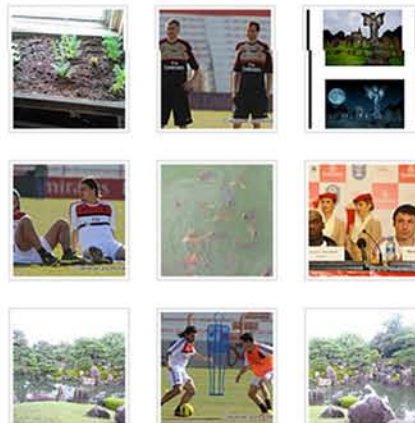
*January 2, 2012 / No Comment / Read More #*

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### Cary NC Flickr Group



### Archives

Select Month

# Cary's Leading Online News Source

COMPETE.COM RANKING

# #1

in Cary

## NATIONAL RANKINGS

CaryCitizen	Cary News	Cary Magazine	Cary Living
Rank (by UVs) <b>184,003</b> Ⓛ 301,645   117,642 * Ⓣ 268,000   84,057 *	Rank (by UVs) <b>243,958</b> Ⓛ 164,263   79,695 * Ⓣ 229,462   14,498 *	Rank (by UVs) <b>435,568</b> Ⓛ 267,177   178,391 * Ⓣ 777,184   341,596 *	Rank (by UVs) <b>755,797</b> Ⓛ 2,315,226   1,559,429 * Ⓣ 1,112,126   368,329 *

National Ranking data from Compete.com, December 2011.

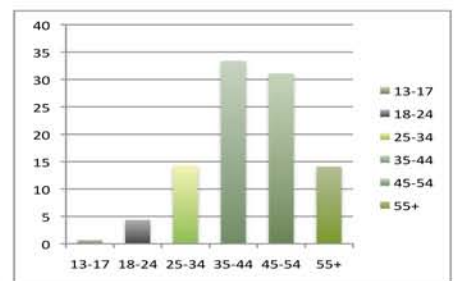
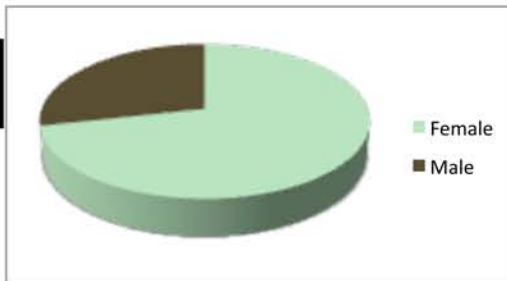
# 67,000 Monthly Circulation

# 1.1 Million Ad impressions in 2011

## Audience

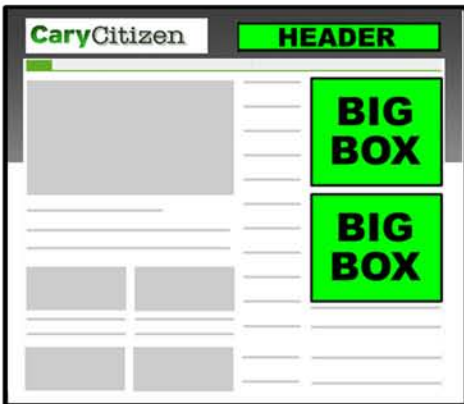
70% Women  
Two thirds aged 35 - 54

*Stats from Facebook Insights*



# Banner Ads

**MOST EXPOSURE**



Each zone gets about 30,000 views per month

**MOST TARGETED**



Stories ads live forever.  
Target by topic.  
Lowest CPC - \$1.63

**SUPPLEMENTAL**



Click through rate of 2.16%, nearly 9x the national average and 5x site average.

**SIZES** Big Box 300x250  
Header 468x60

Story Ad 480x100

Calendar 728x90

## Rate Card

Price Per Week

SPACE	52 WEEKS	26 WEEKS	13 WEEKS	4 WEEKS
Header	69	73	76	87
Big Box	96	100	107	125
Calendar	40	43	47	50
Story Ad	50	55	65	75

## Digital Marketing Portfolio

**NORTH HILLS**

SHOP | DINE | MOVIES & EVENTS | SPA & FITNESS | OFFICE | RESIDENTIAL | HOTELS | MAP

**North Hills News**  
Something is always happening at North Hills.  
**Ladies' Night at Lilies - Thursday, Dec. 10**  
Send your special gal to Lilies on Thursday, December 10th for Ladies Night... but don't forget to stop by first...  
**Kitchen and Bath Galleries Holiday Open House 12/11**  
On Friday, December 11th, you're invited to stop.

**Interactive Map**  
Find the shops and restaurants that suit your style.

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**WAVERLY PLACE**

HOME | LEASING | NEWS | ABOUT | CONTACT

**The New Waverly Place**

The new Waverly Place promises to be Cary, North Carolina's signature shopping and dining destination. Shops, restaurants and retail surround the new open-air Promenade, an area of entertainment and green space. No roads divide the Promenade from the retail space, creating a destination experience unparalleled in Cary. Take a look at our leasing maps to see which space might be right for you.

Leasing Info | Quick Facts | Neighborhood Data

**RP REALTY PARTNERS, LLC**  
John Chivich  
919.478.0875  
john@rpgrp.com

**Location**  
Intersection of Kildare Farm Road and Tryon Road, Cary, NC

**Traffic Counts**  
28,000 vehicles daily on Tryon Road  
29,000 vehicles daily on Kildare Farm Road

	1 mile	3 miles	5 miles
2010 Population	5,201	61,498	156,445
2010 Avg Inc	\$ 152,208	\$ 127,047	\$ 108,901

**Downtown Cary Children's Museum**  
A Different Kind of Kid's Museum

Home | What | About | Site | Donate | Contact Us

**Downtown Cary Children's Museum** Science

**JOIN**  
HELP BUILD THE COOLEST LOCAL MUSEUM IN AMERICA. GET ON OUR MAILING LIST FOR MORE INFORMATION

**High Notes**  
weddings | chamber orchestras | live music

Home | Concerts & Events | Tickets & Directors | Support the Orchestra | About the Orchestra | For Musicians | Join the Mailing List | Contact

Welcome | Concerts

**Julie Roland REALTOR** (919) 274-8004

Welcome | Search for Homes | About Me | Contact Me

**Eagle Watching on Jordan Lake**

**The Apple Man of Pittsboro NC**

**635 Spindlewood in Ferrington**

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**About Me**  
I've been a Realtor for many years. Please say I'm a good listener. I know that buying (or selling) a house is not the kind of thing you do everyday. But the experience is different for every client. So listening is a good place to start. More...

**Search For Homes**  
Search for homes by price, features, communities and more. Free and open to all. No sign up required.

**FIND A HOME**

**Featured Homes & Land**  
• 635 Spindlewood in Ferrington  
• Just Reduced: 133 Foxglove in Monticello  
• 500: 45 Canedy Drive in Monticello  
• 255 River Edge Road - 10 Acres in Rye Brook  
• 93 Hidden Oaks Drive - True Luxury in Chapel Hill

**Tags**  
Ava, Beating Behind Post, Business Cary, Chapel Hill, Chapel Ridge, Chatham

**JOCoPLANTS** **Johnston County Nursery Marketing Association**

Home | Plants | Nurseries | News | About | Contact

**Latest News**  
**Pesticide Disposal Day!** (March 23)  
3/23/2010  
The Johnston County Pesticide Disposal Day will be held on March 23, 2010 at the Johnston County Livestock Arena...  
**Pesticide Exams March 3/29**  
3/22/2010  
The NCA will offer the pesticide license exams for all categories on March 17th at 1:00. Anyone wishing to...  
**Ornamental and Turf Exam Review** 3/11/2010  
There will be a review for anyone wishing to take the Ornamental and Turf Exam on Tuesday, March 16...  
Subscribe to RSS headline updates from: [JoCoPlants.com](#)

**Browse Our Nurseries**  
Browse hundreds of trees, shrubs, perennials and ground cover plants currently available from 27 commercial nurseries. From Abella to Zelkova, we have the finest container and field grown plants for developers, landscapers and retail nurseries.

**Advertise Here**  
Specializing in Grass Seed, Vegetable Seed and Garden Supplies

**About Us**  
Imagine more than 2000 acres of plants in containers. That's us - JoCoPlants. Located off I-85 around Johnston County, NC, JoCoPlants represents 27 nurseries serving commercial landscapers, developers and retail garden stores.

©2009 Johnston County Nursery Marketing Association. All Rights Reserved. Site by Goodies & Company

# Digital Marketing Services

## Websites

Every business deserves a great website. We use best-in-class Open Source software and stunning design to keep the impact high and the costs low.

**Clients:** North Hills, Garden Supply, Raleigh Civic Symphony, Cary Kids Museum, Waverly Place, Tri-Properties, Julie Roland Realty, JocoPlants, The Better Sleep Store, Greener Landscapes, Ann & Amy, Framers Gallery Chapel Hill, McB Group Insurance.

VISIT: [CitizenWebsites.com](http://CitizenWebsites.com)

## Stories on CaryCitizen

We tell stories on CaryCitizen. More than any other service, businesses want us to tell their story to our readers.

We focus on connection to the community, innovation and real people to craft a story that creates a great halo effect for your business and lasts forever.

Sponsored stories cost \$200.

VISIT: [CaryCitizen.com](http://CaryCitizen.com)

## Content Marketing

Content Marketing is the buzz of 2012. We've been doing it since 2007.

We turn your website into a personal publishing platform, and write stories that mix community interest with the particulars of your business. Content Marketing helps you get found in search without tricks or gimmicks.

A 52 week contract starts at \$3120. Facebook business pages and Twitter services available as well.

Request more info

## Photography & Video

The web is a visual medium. Great pictures and video matter.

**Accreditations:** NFL Panthers, MLB USA Baseball, USSF Carolina RailHawks, NHL Carolina Hurricanes, NCHSSA.

**Clients:** Tri Properties, Julie Roland Realty, McB Group, The Better Sleep Store, Harold Weinbrecht, Rock & Roll Hall of Fame Benefit, Gale Adcock, JocoPlants, Lori Busi, North Hills, YMCA of the Triangle.

VISIT: [FotoHal.com](http://FotoHal.com)

# Directories

**Basic**

**ABC Dentistry**

1 Academy Street  
Cary, NC 27513  
(919) 025-0250

[www.AbcDentistryCary.com](http://www.AbcDentistryCary.com)

**\$99 per year**

**Enhanced**



**ABC Dentistry**

1 Academy Street  
Cary, NC 27513  
(919) 025-0250

[www.AbcDentistryCary.com](http://www.AbcDentistryCary.com)

**\$149 per year**

*Stand out with a logo or picture.*

**Premium**



**ABC Dentistry**

1 Academy Street  
Cary, NC 27513  
(919) 025-0250

[www.AbcDentistryCary.com](http://www.AbcDentistryCary.com)

Family dentistry for children and adults. Braces, caps, tooth whitening. Affordable, professional and comfortable.

Dr. Rex Abbey  
Dr. Myra Bono  
Dr. Sarah Carr

**\$199 per year**

*Add up to 7 lines of text.  
\$19.99 each additional line.*

# Contact



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### CaryCitizen Established 2009

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