

MEDIA KIT

Glimpse

LIVING IN GREENVILLE & PITT COUNTY



PHOTOGRAPHY BY AARON HINES

Glimpse



Glimpse magazine is the official quality of life magazine for the Greenville and Pitt County area. *Glimpse* showcases Greenville and Pitt County to current and prospective citizens, businesses, organizations and industries by promoting the area’s quality of life. Beginning in January, the Greenville-Pitt County Chamber of Commerce distributes thousands of copies of *Glimpse* throughout Greenville and Pitt County to a variety of area businesses and organizations. *Glimpse* is the perfect source of information for those who’ve lived in Greenville and Pitt County all their lives, those just becoming acquainted with the area, or those looking to visit or relocate.

Glimpse is the magazine of choice for relocation information requested by some of the area’s largest employers, including Vidant Medical Center, East Carolina University, and various real estate firms, banks, hotels, and local industries.

Because *Glimpse* serves as the community’s premier publication for attracting new employers, businesses, and visitors, your ad will be the first thing many new residents see. Along with the thousands of copies distributed around the community, the pass-along value of *Glimpse* magazine will provide tremendous exposure for advertisers.

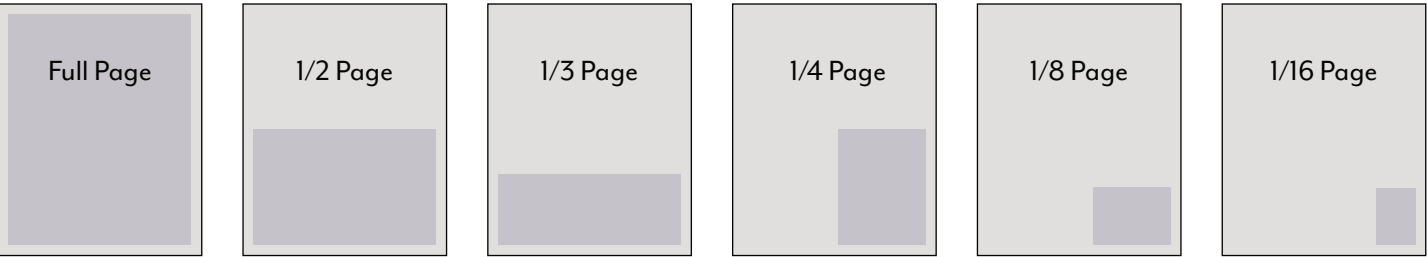
Glimpse is available online 24 hours a day, 7 days a week at greenvillenc.org/glimpse. Through our media partnership with WITN, a link to the digital version of *Glimpse* is placed into the ad rotation on WITN’s home page and other select pages for the entire calendar year. WITN receives over 9 million page views a month with over 650,000 unique visitors, which means increased exposure to a wider audience.

As part of your advertising package, your ad will include a clickable, direct link to your website. This dynamic feature will increase digital traffic to your site, improving your potential for sales and benefiting your site’s SEO.



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AD RATES AND DIMENSIONS



PREMIUM AD RATES

| SIZE | DIMENSIONS | COST |
|--|---|---------|
| Inside Cover Gate Fold | Trim Size - 16.5" x 10.5" Live Area - 15.5" x 9.5" Bleed - .125" (all sides) | \$8,200 |
| Back Cover | Trim Size - 8.5" x 10.5" Live Area - 7.5" x 9.5" Bleed - .125" (all sides) | \$4,650 |
| Inside Front Cover | Trim Size - 8.5" x 10.5" Live Area - 7.5" x 9.5" Bleed - .125" (all sides) | \$4,490 |
| Inside Back Cover | Trim Size - 8.5" x 10.5" Live Area - 7.5" x 9.5" Bleed - .125" (all sides) | \$4,205 |
| Full Page (Facing Inside Front Cover) | Trim Size - 8.5" x 10.5" Live Area - 7.5" x 9.5" Bleed - .125" (all sides) | \$4,050 |
| Full Page (Opposite Table of Contents) | Trim Size - 8.5" x 10.5" Live Area - 7.5" x 9.5" Bleed - .125" (all sides) | \$3,885 |

EARLY BIRD AD RATES

Effective through July 30, 2021

| SIZE | DIMENSIONS | COST |
|------------------------------------|---|---------|
| Full Page | Trim Size - 8.5" x 10.5" Live Area - 7.5" x 9.5" Bleed - .125" (all sides) | \$2,950 |
| One-half Page | Ad Size - 7.5" x 4.75" | \$1,900 |
| One-third Page | Ad Size - 7.5" x 3" | \$1,250 |
| One-quarter Page | Ad Size - 3.75" x 4.75" | \$875 |
| One-eighth Page | Ad Size - 3.75" x 2.375" | \$450 |
| One-sixteenth Page | Ad Size - 1.875" x 2.375" | \$245 |
| Enhanced GoLocal Directory Listing | Listing enhanced with addition of logo Preferred file type - EPS, PDF, PNG | \$150 |

We'll make great neighbors.

Whether you're starting a business or starting a new chapter in your life, East Carolina University® is here to be a part of your journey.

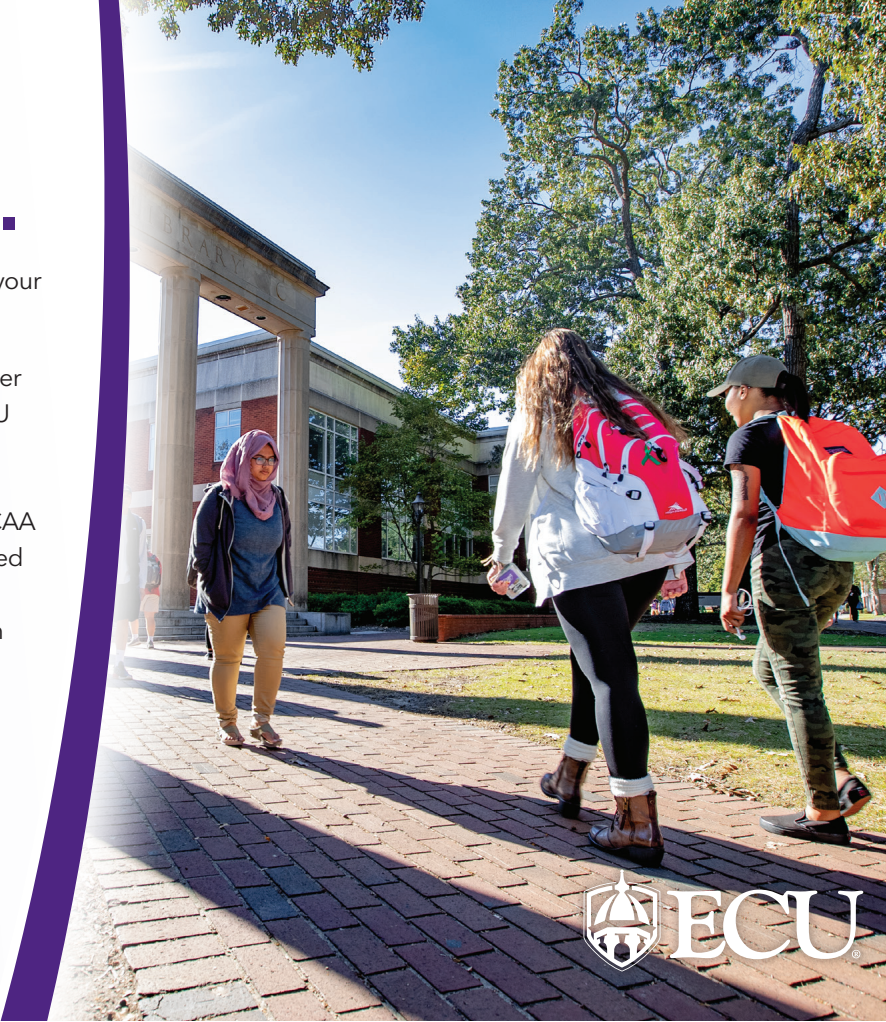
We serve the citizens of our state and beyond as a national leader in academics, service, arts and entertainment, and research. ECU offers more than 170 academic programs from bachelor's to doctoral degrees. We host nearly 150 music, theatre and dance performances each year, as well as 130 home games for the NCAA Division 1 ECU Pirates™. The School of Dental Medicine has served close to 46,000 patients through its community service learning centers, and nearly 450 ECU medical providers serve patients in 25 primary care and specialty clinics.

Good neighbors are there when you need them. Great neighbors have the resources to enhance your quality of life.

Welcome to the neighborhood.

www.ecu.edu

20-2670



2021 Glimpse Ad | East Carolina University

IN-HOUSE AD CREATION

Please note, there will be an **additional \$150 added to the cost of any size ad** that needs to be designed by the Greenville-Pitt County Chamber of Commerce.

PREFERRED FILE TYPES

- Submit as a high-resolution, print-ready PDF or a high-resolution TIFF.
- All images should be CMYK at 300 DPI. No spot colors, RGB, LAB or INDEX color elements.
- All fonts must be properly embedded or converted to outlines.
- Files must be single pages or spreads, no multiple page files.

DEADLINES & TRANSMISSION

- Ad materials are due by **Friday, September, 24, 2021.**
- Ads may be submitted via email to: trent@greenvillenc.org.

GLIMPSE MAKES A DIFFERENCE

See what our current advertisers have to say.



“Glimpse magazine is an **outstanding publication** that gives its readers a full picture of what our community is all about and its growing diversity. The Convention & Visitors Bureau **utilizes Glimpse on a daily basis** to help us educate individuals who come through our visitor center that are looking to re-locate to Greenville and Pitt County. In addition, it’s a **resource for our convention and meeting attendees** to learn more about our area and plan things to do during their free time. We’re **proud to be an advertiser** in Glimpse and plan to be part of the publication each year.”

- Greenville-Pitt County Convention & Visitors Bureau



“Glimpse magazine is a **great resource** for Vidant Medical Center. The different articles reflect the growth of the community and contributions of the hospital. This is a **great benefit during our recruiting process** to showcase what eastern North Carolina has to offer.”

- Vidant Medical Center



“Glimpse is a **professional publication** that shares the story of the excellent quality of life, and the quality of good businesses and organizations in the Greenville-Pitt County area. Pitt Community College is **proud to be a part of this effort.**”

- Pitt Community College



“The Heritage at Arlington provides quality apartment housing for the people who live and work right here in Pitt County. What better way to let these people know that you’re here than advertising in a publication that’s created just for them to find these **valuable resources** within our community? **Advertising in Glimpse should be an easy decision to make** for any local business or organization.”

- The Heritage at Arlington



Greenville Utilities

Where You Can Make A Difference

As a community-owned utility provider, our mission is to enhance the quality of life for those we serve by safely providing reliable utility solutions at the lowest reasonable cost, with exceptional customer service in an environmentally responsible manner.

We know that we make a difference in the lives of our customers and the Greenville region every day. If you have a passion to make a positive difference for your community, visit us at careers.guc.com.



2021 Glimpse Ad | Greenville Utilities Commission

Supplying Electric, Natural Gas, Water and Wastewater Services to the Greenville region since 1905.

guc.com • (252) 752-7166



greenvillenc.org/glimpse 6

Glimpse

LIVING IN GREENVILLE & PITT COUNTY

GREENVILLE-PITT COUNTY CHAMBER OF COMMERCE

302 S. GREENE ST., GREENVILLE, NC 27834

(252) 752-4101, GREENVILLENC.ORG/GLIMPSE



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