

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](http://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.

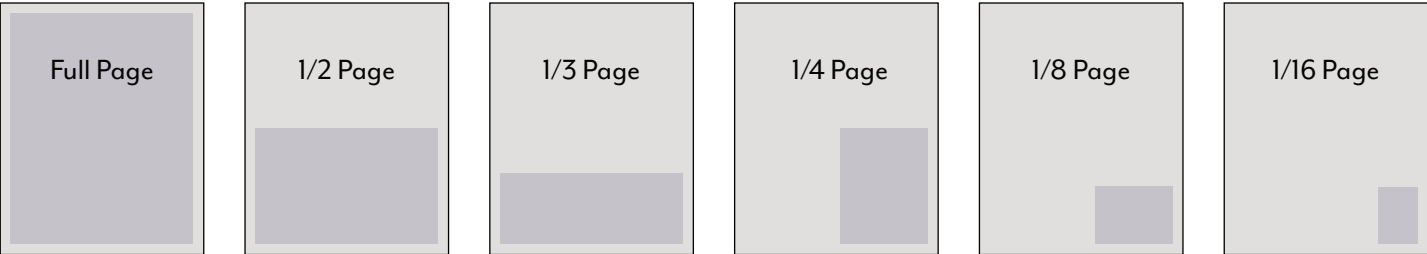
As part of your advertising package, your ad will include a clickable, direct link to your website. This dynamic feature will increase digital traffic to your site, improving your potential for sales and benefiting your site's SEO.







## 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"<br>Bleed - .125" (all sides) | \$8,200 |
| Back Cover                             | Trim Size - 8.5" x 10.5" Live Area - 7.5" x 9.5"<br>Bleed - .125" (all sides)   | \$4,650 |
| Inside Front Cover                     | Trim Size - 8.5" x 10.5" Live Area - 7.5" x 9.5"<br>Bleed - .125" (all sides)   | \$4,490 |
| Inside Back Cover                      | Trim Size - 8.5" x 10.5" Live Area - 7.5" x 9.5"<br>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"<br>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"<br>Bleed - .125" (all sides)   | \$3,885 |

### EARLY BIRD AD RATES

Effective through July 28, 2023

| SIZE                               | DIMENSIONS  | COST    |
|------------------------------------|---|---------|
| Full Page                          | Trim Size - 8.5" x 10.5" Live Area - 7.5" x 9.5"<br>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<br>Preferred file type - EPS, PDF, PNG | \$100   |



# We'll make great neighbors.

Whether you're starting a business or beginning 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 and research.

ECU offers the widest range of academic programs in North Carolina. We host enriching arts and entertainment programs throughout the year, as well as spirited home games for our NCAA Division I ECU Pirates™. We are the state's top producer of health care professionals, and our graduates provide top-quality care for our region.

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](http://www.ecu.edu)

C.S. 22-0005



2023 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, October 27, 2023.**
- Ads may be submitted via email to: **lauren@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](https://careers.guc.com).



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

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# 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](http://GREENVILLENC.ORG/GLIMPSE)



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