

RALEIGH CONVERGENCE

CURATED NEWSLETTERS
FOR ENGAGED RALEIGHITES

SEPT. 2020
SPONSOR
GUIDE

a modern **LOCAL MEDIA CO.**

Delivering hyperlocal,
actionable news + culture
content for Wake County
residents.

Locally owned and operated,
founded by longtime
journalist, Sarah Day Owen
Wiskirchen in 2019 >>



HOW WE REACH AUDIENCES:

Curated, contextual newsletters,
three times weekly.

Original content at
RaleighConvergence.com

Live (now virtual), community-
centric events.

Social publishing (largely Instagram)

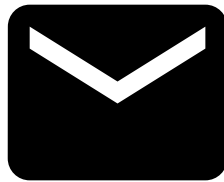
about our audience:

People who support local, who want to be actively engaged in the place we live. That's Raleigh Convergence's audience.



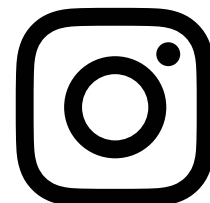
3,500
MONTHLY UNIQUE
VISITORS

4,400
AVG. MONTHLY
PAGEVIEWS



1,040
NEWSLETTER
SUBSCRIBERS

41%
AVG OPEN RATE



2.6K±
INSTAGRAM
FOLLOWERS

WHO WE'RE REACHING:

- More than half of our audience is 25-44.
- Highly local: Mostly people who live in Wake County



Source: Google Analytics, Instagram insights

Sponsorships:

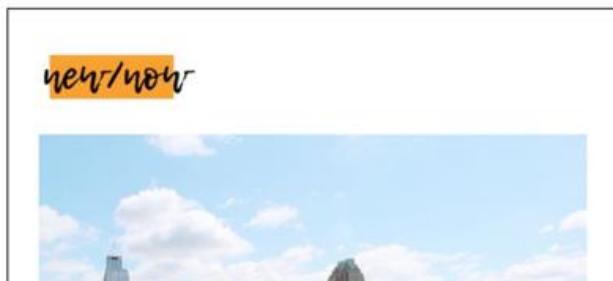
NEWSLETTERS

EACH NEWSLETTER INCLUDES:

- FIRST LINE MENTION
- 100-WORD MESSAGE
- CALL TO ACTION BUTTON
- OPTIONAL IMAGE

RALEIGH CONVERGENCE
big ideas. briefly.

Thanks to **Civic Flags** for sponsoring this edition of the newsletter!



EVEN MORE: [Find all the day parties here.](#) | **BELOW:** See guest curated picks for shows.

Message from today's sponsor, Minerva Media Co.:

The roadmap to better content planning is here.

In this easy-to-implement guide, you'll work through aligning your business goals and your content plans.

This FREE guide include content strategy worksheets, examples and a checklist so you won't miss a step. Signing up for our newsletter will deliver storytelling insights & strategies, too.

[Get the guide >>](#)

Let's talk about the future of Raleigh IRL

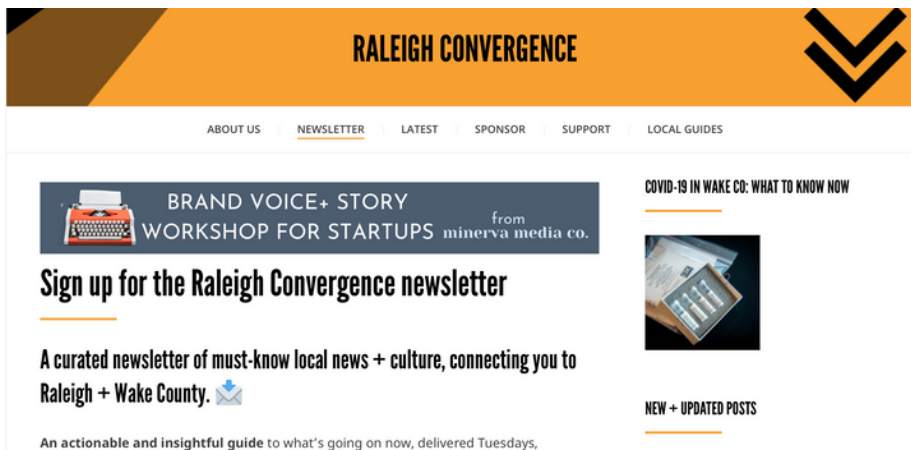
At the Moore Square Market, 4-7 p.m. on Wednesday (today!), I'll have a few fun ways for you to share what you care about. *At the Raleigh Convergence booth.*

Tuesday example

Sponsorships:

WEBSITE

THIS AD PLACEMENT INCLUDES 100%
SHARE VOICE OF THE SITE:



DESKTOP ^^
MOBILE >>



A curated newsletter of must-know
local news + culture, connecting you
to Raleigh + Wake County. 📧

- Before all blog/article posts
- On search, static + category pages before post.
- On homepage before signup module

SEPT 2020 RATES

CORE OFFERINGS

SEPTEMBER WEEKLY RATES	One-time	2x rate	4x rate	12x rate
Single newsletter sponsorship	\$75			
Full week (3 newsletters)	\$150	\$135	\$120	\$100
RaleighConvergence.com (100% share voice, 1 week)	\$200	\$175	\$150	\$120
Instagram ad (up to 1 post/week)	\$200	\$150		

THE NEW NEIGHBOR PROJECT

NEW NEIGHBOR PROJECT NEWSLETTERS:	Monthly rate	2 months
The New Neighbor Project: Cary	\$50	\$100
The New Neighbor Project: Knightdale	\$50	\$100
The New Neighbor Project: Southeast Raleigh	\$50	\$100
The New Neighbor Project: Raleigh at large	\$100	\$150
Series sponsor (all four)	\$200	\$400

EVENT SPONSORSHIPS

EVENT SPONSORSHIPS	1X	2X
Ask about more upcoming events and details!		
Trivia night (monthly)	\$150	\$300
Converging Stories sponsorship (Oct.)	\$300	

fine print

- Message + assets must be received by 5 p.m. Monday prior to publication for review for ads beginning on Thursday or Friday editions, and by noon the previous Friday for Tuesday editions.
- Message & image may be changed weekly for longer campaigns.
- For Instagram ad, Client provides creative: a photo which you own the copyright, with no text on image; a short message. The post will follow branded content rules of Instagram: [CLICK HERE](#) The message will end with #ad and introduced as a partner.
- Sponsors will be invoiced for 50% of the sponsorship to hold sponsorship dates.
- Full cost of the sponsorship is due at 12 p.m. EST on the last Thursday of the campaign. Sponsors are responsible for scheduling their optional content strategy session no later than 30 days after the campaign's run.
- Sponsors will receive a report on the sponsorship's performance and feedback by one week after the last sponsorship message runs.
- Screen shots available by request.

Additional questions? Looking for something custom?

Send an email to

EDITOR@RALEIGHCONVERGENCE.COM