VOTER'S Resource Guide 2014

The Charlotte Post Publishing Company, Inc.

EMPOWERING VOTERS

To Make An Informed And Educated Decision At The Ballot Box

MECKLENBURG COUNTY

www.thecharlottepost.com/VGA

FREE GUIDE

PREP Before The POLLS…

VOTER'S Resource Guide 2014

Providing Relevant Political Information All Voters Should Know Before They Head To The Polls!

The Charlotte Post Publishing Company, Inc.

The Charlotte Post Newspaper
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IMPACTFUL | RESOURCEFUL | INFORMATIVE…
Our VOTE Will Be Counted.

In November, North Carolinians will ***'have their say'*** at the voting booth to elect candidates for offices that impact them locally and statewide.

As more individuals engage in the election season, The Voter's Resource Guide helps to address the challenging questions and issues that thousands of voters will face regarding:

- Changes to N.C. voting laws and the ballot process.
- Amendments and referendums.
- Polling locations and schedules.
- Absentee and early voting.
- Community events.
- Elected office job descriptions.

Since 1878, The Charlotte Post Publishing Company, Inc., publisher of The Charlotte Post Newspaper, has provided in-depth, political news coverage to newspaper readers who, historically, tend to be better educated, involved in their community and politically engaged.

VOTER'S *Resource Guide 2014*

TARGET VOTERS

Voters go to the polls to seek political representation from candidates they can hold accountable for improving our quality of life. The Voter's Resource Guide will educate voters to understand N.C.'s electoral cycle and the rules that govern it.

INFLUENCE DECISIONS

The Voter's Resource Guide is a non-partisan, informational tool that raises awareness of how changes in N.C. law affects our ballot. It provides an overview of local and statewide races, plus descriptions of down-ballot offices that impact how communities are shaped.

CAST OUR VOTE

The Voter's Resource Guide increases involvement and knowledge of the political process throughout our community. It takes the guesswork out of election laws so voters can cast their ballots with confidence in understanding their role in democracy.

VOTER'S *Resource Guide 2014* SPECIFICATIONS

CIRCULATION

Circulate 55,000 printed copies plus access to online E-Edition version of guide.

Distribution locations include (but not limited to):

The Charlotte Post Newspaper	Grocery Stores
Online E-Edition Version	Drug Stores
Board of Elections	Libraries
Post Office	Churches
Chamber of Commerce	Colleges/Universities
YMCA / YWCA	(CPCC, JCSU, UNC
Harvey B. Gantt Center	Charlotte, Queens,
Museum of New South	Johnson & Wales, UNCC,
	Davidson)

RATES

Distribution Date	**OCTOBER 16, 2014**	
Deadlines	Reserve Ad Space	Before September 26
	Submit Materials/Copy	Before September 29
Rates	Includes Full Color	Dimensions
FULL PG	**$1,350**	**10.069" x 10.375"**
HALF PG	**$900**	**4.972" x 10.375" Vert**
		10.069" x 5.0625" Horiz
QUARTER PG	**$550**	**4.972" x 5.0625"**
EIGHTH PG	**$300**	**4.972" x 1.625"**
DOUBLETRUCK	**$1,900**	**21" x 10.375**

Listed rates are **NET**. Mark up **15%** for Agency Commission.

GUIDELINES

All political ads that are published in the Voter's Resource Guide 2014 must adhere to the following guidelines:

- All political ads must be **PAID IN ADVANCE** by a verifiable source (Check, E-Check or Credit Card – Visa/Master Card). Payment may be processed through our secured online processing service PROCESS PAYMENT.
- Ad positioning is at the sole discretion of the Publisher based on a first come, first serve basis only unless guaranteed positioning is requested at a surcharge of 15% added to cost. Restrictions may apply due to layout and ad size.
- All political ads must include (**Paid For By…**). Opposition ads must disclose who it is intended to benefit (**Approved By *name of candidate***) or (**Advertisement Is In Support Of *name of candidate***).

FORMAT

.PDF format ONLY distilled using Adobe Acrobat (PDFX1a compliant, .JPEG, .TIFF or Vector .EPS with fonts outlined).

COLOR

4-color CMYK ONLY. Do not use RGB, Spot or pantone. Convert all colors to CMYK and all images for Black/White ads to grayscale.

TEXT

Embed all fonts. Missing or non-embedded fonts must be replaced. Do not use True Type fonts. All black type 100% K and 0% CMY. Do not use a built black (CMYK Black) for text or graphics.

ELECTRONIC TRANSFER METHODS

Adsend:	**ID NCCCP**
Ad Transit:	**NC01648**
Email:	**production@thecharlottepost.com**

Over 10MB, use FTP site: **http://dropbox.yousendit.com/CharPost-Dropbox**