RECRUITMENT

Research

Advertising Directory

v.201807



This directory was created to help research study teams at
UNC-Chapel Hill navigate the local advertising market, and to help save study team time while making decisions about where to spend their research dollars in recruiting and advertising.

Remember that all advertising materials must be submitted to the UNC IRB for approval prior to dissemination.

This information has been provided by advertisers.

If available each entry includes the name, web address, email address, phone number, circulation, frequency and price range for each advertising source. Some advertisers do not provide all of this information.

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| **Newspapers** |  |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **News & Observer**  | www.nandomediacompany.com |
| News & Observer is a large newspaper organization that has local newspapers across the state under various names including Sun Times and Daily News. News & Observer has various advertising packages to reach different audiences. Their advertising is organized through a 3rd party called Nando Media | Circ. 89,500 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **The Independent** | www.indyweek.com/indyweek/AdvertiseWithUsadvertising@indyweek.com(919) 286-1972 |
|  | Circ. 35,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Que Pasa** | raleigh.quepasanoticias.com/advertise-with-us/sales-inquiries(919) 931-7543 |
|  | Circ. 25,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **La Conexion** | www.laconexionusa.com/mkit.asppress@laconexionusa.com(919) 832-1225 |
|  | Circ. 21,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Triangle Business Journal**  | advertise.bizjournals.com/brands/triangledanehuffman@bizjournals.com(919) 878-0010 |
|  | Circ. 9,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **The Carolinian** | caro.newspaul@caro.news(919) 834-5558 |
|  | Circ. 14,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **The Triangle Tribune** | triangletribune.com bonitta.best@triangletribune.com(919) 688-9408 |
|  | Circ. 10,800 |

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| **Newspapers** |  |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Ashville Citizen Times**  | solutions.citizen-times.com(828) 232-5916 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Sanford Herald** | sanfordherald.com/adratesdave@sanfordherald.com(919) 718-1259 |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Winston Salem Journal** | ads.journalnow.com/wsjournal-adportal/classifiedmyclassifiedad@wsjournal.com |
|  | Circ. 15,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Fayetteville Observer** | fayobserver.com/mediakitadvertise@fayobserver.com(910) 609-0657 |
|  | Circ. 15,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **The Times News** | mediakit.gatehousemedia.com/Burlington\_NC(336) 227-0131 |
|  | Circ. 6,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Outer Banks Sentinel** | www.obsentinel.comdonna@obsentinel.com(252) 489-8347 |
|  | Circ. 6,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Charlotte Observer** | charlotteobserver.com/advertiseadvertise@charlotteobserver.com(704) 358-5400 |
|  | Circ. 35,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Hickory Daily Record** | ads.hickoryrecord.com/nccommunity-adportal/classifiedclassified@hickoryrecord.com(828) 304-6999 |

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| **University Newspapers** |  |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Daily Tar Heel** | dailytarheel.com/page/advertiseadvertising@dailytarheel.com(919) 962-1163 ext 2 |
|  | Circ. 30,000 |
|  | $50-$1,250 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **The A&T Register** | ncat.edu/cahss/affiliated-programs/newspaper/index.htmltheatregister@gmail.com(336) 334-7700 |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **The Chronicle** | dukechronicle.com/page/advertisingads@dukechronicle.com(919) 684-3811 |
|  | Circ. 25,000- 50,000 |
|  | $150-$900 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Technician** | technicianonline.com/advertiseadvertising@sma.ncsu.edu(919) 515-2411 |
|  | Circ. 26,000 |
|  | $50-$2,500 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Elon News** | elonnewsnetwork.com/page/advertiseennbusiness@elon.edu(336) 278-7247 |
|  | Circ. 7,300 |
|  | $200-$600 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **NC Central** | campusecho.com/printonline-advertising-dates-rates-sizescampusecho@nccu.edu(919) 530-7116 |
|  | Circ. 9,500$50-$800 |
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| **University Newspapers** |  |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **East Carolinian**  | theeastcarolinian.comsmaa@ecu.edu(252) 328-9245 |
|  | Circ. 29,00 |
|  | $40-$1,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **The Appalachian**  | theappalachianonline.com/advertise-with-usbusiness@theappalachianonline.com(828) 262-2157 |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **The Seahawk** | uncw.edu/studentmedia/ads.htmlads.uncw@gmail.com(910) 962-3789 |
|  | Circ. 15,700 |
|  | $10-$400 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Campbel University** | news.campbell.edu/for-medianews@campbell.edu(910) 814-4357 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **The Niner**  | media.uncc.edu/media-marketingsmpads@uncc.edu(704) 687-7145 |
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| **Magazines** |  |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Carolina Parent** | carolinaparent.com/CP/About-Us/Advertiseadvertising@carolinaparent.com(919) 956-2430Freq. 6/yr |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Carolina Woman** | carolinawoman.comarticles@carolinawoman.com(919) 960-5050 |
|  | Circ. 25,000 Freq. 6/yr |
|  | $257-$2,239 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Chapel Hill Magazine** | chapelhillmagazine.com/advertiseadvertising@chapelhillmagazine.com(919) 933-1551 |
|  | Circ. 47,600 Freq. 8/yr |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Durham Magazine**  | durhammag.com/advertiseadvertising@durhammag.com(919) 933-1551 |
|  | Circ. 52,000 Freq. 6/yr |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Raleigh Magazine**  | raleighmag.com/advertisealexi@raleighmag.com(919) 307-3047 |
|  | Circ. 30,000 Freq. 12/yr |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Midtown Magazine** | midtownmag.com/advertiseinfo@midtownmag.com(919) 782-4710 |
|  | Circ. 140,000 Freq. 6/yr |
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| **Magazines**  |  |
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| **Cary Magazine**  | carymagazine.com/advertisingbzadeits@cherokeemediagroup.com(919) 674-6020 |
|  | Circ. 25,000Freq. 6/yr |
|  | $675-$2,500 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **919 Magazine** | 919magazine.comsbsarvey@919magazine.com(919) 864-7300 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Wake Living**  | wakeliving.comjanet@whmags.com(919) 870-1222 |
|  | Circ. 40,000Freq. 4/yr |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Triangle Style Magazine** | trianglestyle.cominfo@trianglestyle.com(919) 633-9176 Freq. 4/yr |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Skirt** | skirt.com/advertisesales@skirt.com(843) 958-0028 |
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| **Radio** |  |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **WPTF-680 AM** | wunc.orgdbrower@wunc.org(919) 445-9150[NPR] |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **WPTF-680 AM** | wptf.comwptfnews@curtismedia.com(919) 878-1724 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **iHeart Radio** | news.iheart.com/advertise1-844-289-7234 |
| I heart media is a large radio network including multiple stations around the triangle area.  |

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| **Television** |  |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **UNC Center for Public TV** | unctv.orgviewer@unctv.org(919) 549-7000[PBS] |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Spectrum News Central NC** | twcnews.comcentralncnews@charter.com(919) 882-4040[TWC]Circ. 500,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Spectrum Cable** | www.spectrumreach.com/markets-maplynne.dallin@charter.com(919) 654-7679 or (919) 247-6984[TWC] |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **WRAL-TV Channel 5** | wral.comassignmentdesk@wral.com(919) 821-8600[NBC] |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **WTVD-TV Channel 11** | wtvd.comnews@abc11.com(919) 683-1111[ABC] |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **CBS 17** | cbs17.comnewstips@wncn.com(919) 836-1717[CBS] |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **WRDC-TV Channel 28** | myrdctv.comgm@raleighcw.com(919) 872-2854[Paramount] |

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| **Other** |  |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Chapel Hill Transit** | townofchapelhill.org/town-hall/departments-services/transit/advertise-with-cht(919) 969-4900 |
| The advertiser (you) would be responsible for creating signage for the bus(es) we recommend The Print Stop & Copy Centerhttps://enterprises.unc.edu/printing/print-services/ |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **UNC School of Medicine Marketing**  | med.unc.edu/www/about/administrationpublic-affairs-and-marketing/staffpdaniel@unch.unc.edu(919) 966-3904 |
| Aim to help school of medicine staff including researchers with logos, media, and news publications.  |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **UNC Health Care Marketing**  | news.unchealthcare.org/news-team |
| UNC Health Care’s national reputation for cutting-edge research, quality patient care and excellent training of young professionals generates considerable attention from the news media. All media requests for interviews, filming and information gathering are handled by UNC Health Care’s News Team. |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Carolina News Studio**  | uncnews.unc.edu/carolina-news-studiorob\_holliday@unc.edu(919) 843-9875(919) 259-2193 |
| Offer high quality audio and video recording and broadcasting services to UNC-CH faculty and staff |

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| **Free** |  |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **NC TraCS Bulletin Boards**  | Submit an electronic version of the IRB-approved advertisement and the IRB #Send to Dottie Cheek at dot\_cheek@med.unc.edu |
| Bulletin Boards (Locked Display Cases) are installed in the following locations in Memorial Hospital: -Memorial Basement – GI procedures waiting room.-Memorial 1st Floor – GI Medicine Clinic, Surgery Clinic. -Memorial 2nd Floor – Urology and Endovascular Clinic. |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **UNC Hospital TV Monitors** | Submit an electronic version of the IRB-approved advertisement and the IRB #Send to Dottie Cheek at dot.cheek@med.unc.edu.  |
| Submit a Word, PowerPoint or unlocked PDF version of the IRB-approved Flyer/Poster and NC TraCS can adjust to the Hospital’s size specifications. Include the IRB #. |

Contribute

Help build this directory by sending in advertising that has been successful for you and your research. Please email rcmu@unc.edu with your resource name and any contact information. Please title your email ‘Directory’.

This document is updated biannually.
This version is up to date as of June 2018.

