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/AdvertiseWithUs  advertising@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.asp press@laconexionusa.com (919) 832-1225 |
|  | Circ. 21,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Triangle Business Journal** | advertise.bizjournals.com/brands/triangle danehuffman@bizjournals.com (919) 878-0010 |
|  | Circ. 9,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **The Carolinian** | caro.news paul@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/adrates dave@sanfordherald.com  (919) 718-1259 |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Winston Salem Journal** | ads.journalnow.com/wsjournal-adportal/classified myclassifiedad@wsjournal.com |
|  | Circ. 15,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Fayetteville Observer** | fayobserver.com/mediakit advertise@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.com  donna@obsentinel.com  (252) 489-8347 |
|  | Circ. 6,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Charlotte Observer** | charlotteobserver.com/advertise  advertise@charlotteobserver.com  (704) 358-5400 |
|  | Circ. 35,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Hickory Daily Record** | ads.hickoryrecord.com/nccommunity-adportal/classified  classified@hickoryrecord.com  (828) 304-6999 |

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| **University Newspapers** |  |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Daily Tar Heel** | dailytarheel.com/page/advertise advertising@dailytarheel.com (919) 962-1163 ext 2 |
|  | Circ. 30,000 |
|  | $50-$1,250 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **The A&T Register** | ncat.edu/cahss/affiliated-programs/newspaper/index.html theatregister@gmail.com (336) 334-7700 |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **The Chronicle** | dukechronicle.com/page/advertising ads@dukechronicle.com  (919) 684-3811 |
|  | Circ. 25,000- 50,000 |
|  | $150-$900 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Technician** | technicianonline.com/advertise  advertising@sma.ncsu.edu  (919) 515-2411 |
|  | Circ. 26,000 |
|  | $50-$2,500 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Elon News** | elonnewsnetwork.com/page/advertise ennbusiness@elon.edu (336) 278-7247 |
|  | Circ. 7,300 |
|  | $200-$600 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **NC Central** | campusecho.com/printonline-advertising-dates-rates-sizes  campusecho@nccu.edu  (919) 530-7116 |
|  | Circ. 9,500 $50-$800 |
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| **University Newspapers** |  |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **East Carolinian** | theeastcarolinian.com  smaa@ecu.edu  (252) 328-9245 |
|  | Circ. 29,00 |
|  | $40-$1,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **The Appalachian** | theappalachianonline.com/advertise-with-us  business@theappalachianonline.com  (828) 262-2157 |
|  |  |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **The Seahawk** | uncw.edu/studentmedia/ads.html  ads.uncw@gmail.com  (910) 962-3789 |
|  | Circ. 15,700 |
|  | $10-$400 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Campbel University** | news.campbell.edu/for-media  news@campbell.edu  (910) 814-4357 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **The Niner** | media.uncc.edu/media-marketing  smpads@uncc.edu  (704) 687-7145 |
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| **Magazines** |  |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Carolina Parent** | carolinaparent.com/CP/About-Us/Advertise advertising@carolinaparent.com  (919) 956-2430 Freq. 6/yr |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Carolina Woman** | carolinawoman.com articles@carolinawoman.com (919) 960-5050 |
|  | Circ. 25,000  Freq. 6/yr |
|  | $257-$2,239 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Chapel Hill Magazine** | chapelhillmagazine.com/advertise advertising@chapelhillmagazine.com  (919) 933-1551 |
|  | Circ. 47,600  Freq. 8/yr |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Durham Magazine** | durhammag.com/advertise advertising@durhammag.com (919) 933-1551 |
|  | Circ. 52,000  Freq. 6/yr |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Raleigh Magazine** | raleighmag.com/advertise alexi@raleighmag.com  (919) 307-3047 |
|  | Circ. 30,000  Freq. 12/yr |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Midtown Magazine** | midtownmag.com/advertise info@midtownmag.com (919) 782-4710 |
|  | Circ. 140,000  Freq. 6/yr |
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| **Magazines** |  |
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| **Cary Magazine** | carymagazine.com/advertising bzadeits@cherokeemediagroup.com (919) 674-6020 |
|  | Circ. 25,000  Freq. 6/yr |
|  | $675-$2,500 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **919 Magazine** | 919magazine.com sbsarvey@919magazine.com (919) 864-7300 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Wake Living** | wakeliving.com janet@whmags.com (919) 870-1222 |
|  | Circ. 40,000  Freq. 4/yr |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Triangle Style Magazine** | trianglestyle.com info@trianglestyle.com (919) 633-9176  Freq. 4/yr |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Skirt** | skirt.com/advertise  sales@skirt.com  (843) 958-0028 |
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| **Radio** |  |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **WPTF-680 AM** | wunc.org  dbrower@wunc.org  (919) 445-9150  [NPR] |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **WPTF-680 AM** | wptf.com  wptfnews@curtismedia.com  (919) 878-1724 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **iHeart Radio** | news.iheart.com/advertise  1-844-289-7234 |
| 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.org  viewer@unctv.org  (919) 549-7000  [PBS] |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Spectrum News Central NC** | twcnews.com  centralncnews@charter.com  (919) 882-4040  [TWC]  Circ. 500,000 |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **Spectrum Cable** | www.spectrumreach.com/markets-map  lynne.dallin@charter.com  (919) 654-7679 or (919) 247-6984  [TWC] |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **WRAL-TV Channel 5** | wral.com  assignmentdesk@wral.com  (919) 821-8600  [NBC] |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **WTVD-TV Channel 11** | wtvd.com  news@abc11.com  (919) 683-1111  [ABC] |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **CBS 17** | cbs17.com  newstips@wncn.com  (919) 836-1717  [CBS] |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **WRDC-TV Channel 28** | myrdctv.com  gm@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 Center https://enterprises.unc.edu/printing/print-services/ |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |
| **UNC School of Medicine Marketing** | med.unc.edu/www/about/administration public-affairs-and-marketing/staff  pdaniel@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-studio  rob\_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.

