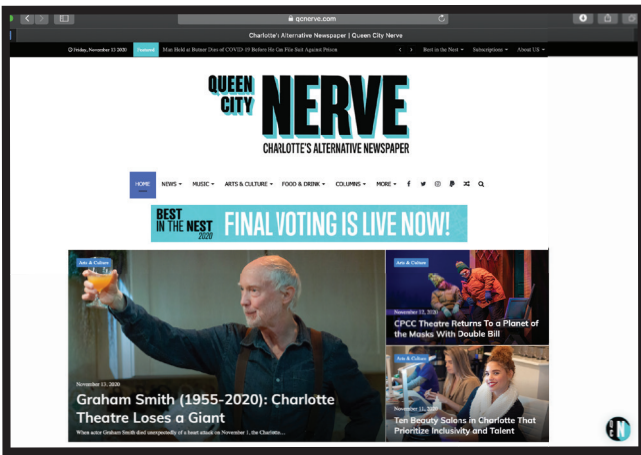


# ONLINE MEDIA KIT 2021

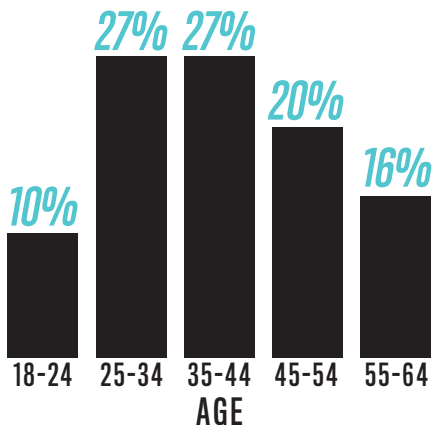


QCNERVE.COM  
INFO@QCNERVE.COM  
@QUEENCITYNERVE

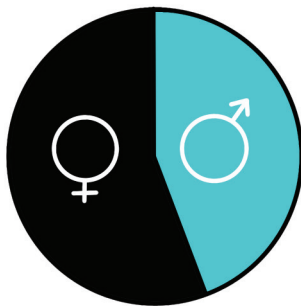
**260,000+**  
PAGE VIEWS PER MONTH

**86,000+**  
UNIQUE MONTHLY VISITORS

**75,000+**  
SOCIAL MEDIA FOLLOWERS



**54%**  
FEMALE



**46%**  
MALE

GENDER

## ***NERVE READERS TEND TO BE:***

### **SMART & HIGH EARNING**

QC Nerve readers are more likely to have a four-year degree and advanced education while earning, on average, \$100k+ in household income.

### **SOCIALLY ENGAGED**

Readers are actively involved in the communities they live in through eat, drink and play to activism and social capital engagement.

### **CULTURAL CONNOISSEURS**

QC Nerve is used as a resource for cultural engagement and highlights the illustrious people and organizations that create the city's identity.

### **FREQUENT SPENDERS**

Readers fall in the top percentiles for purchase predictors in top industry areas throughout Charlotte and the surrounding areas with above average discretionary spending in entertainment and retail.

# ONLINE ADS

**CONTACT YOUR REP  
FOR SPECIAL RATES**

Static web advertisements on qcnerve.com deliver between **300,000** and **600,000** impressions per month with a 2.16 CTR

## RATES:

### SIZE & PLACEMENT

### WEEKLY

### MONTHLY

### QUARTERLY

### ANNUALLY

SIZE & PLACEMENT	WEEKLY	MONTHLY	QUARTERLY	ANNUALLY
Leaderboard (770x90px)	\$75	\$275	\$820	\$3,168
Rectangle (770x90px)	\$50	\$175	\$540	\$2,112
Mid Content (770x90px)	\$100	\$375	\$1,080	\$4,224
Social Media Campaign	\$250	\$900	\$3,600	\$10,560

## HOMEPAGE:

Queen City Nerve  
Charlotte's Alternative Newspaper

Leaderboard (770x90px)

Food & Drink  
October 7, 2020  
Fall Food and Drink at Charlotte Eateries, Bakeries and Breweries  
The second big weather drop below 60 degrees in Charlotte, it can only mean one...

Editor's Note: When the Masks Come Off  
October 3, 2020

News & Opinion

Black Lives Matter  
Black History of Charlotte Part 5: The Battle Over Desegregation in Charlotte

Leaderboard (770x90px)

## ARTICLE:

### LEADERBOARD (770x90px)

Home > Arts & Culture > Arts Features > Laura Wopperer Pushes Safe Practices Through 'Mask With Me' Photo Series

Arts & Culture Arts Features

## Laura Wopperer Pushes Safe Practices Through 'Mask With Me' Photo Series

Debunking the myths of the mask

Lea Bekele November 9, 2020 6 minutes read

Facebook Twitter LinkedIn Email Print

Wear a mask. It's a simple request, one that involves the most minor inconvenience and can save countless lives.

Seems easy enough, right? Not so much.

The mask itself has become the center of political debates across the country, the focal point of hundreds of videos showing people throwing temper tantrums in public and claiming their rights are being infringed upon.

Many on the right have even implied that wearing a mask signals a lack of masculinity or independence.

Along with business owners and community leaders, Laura Wopperer invited children like Ella Canty to join in. Canty is an 8th grader at Piedmont IB Middle School and a leader to her peers. The inclusion of everyday people brings a level of authenticity that is hard to find in organization-funded ad campaigns that tend to exclusively partner with local celebrities.

Despite some people's opposition to wearing masks, Wopperer says she can count the number of times her project received negative feedback on one hand. Instead, the community has shown an outpouring of support. Admirers of the project give thanks through the *Mask With Me* Instagram page and others reach out to share their personal experiences with COVID-19.

### MID CONTENT (770x264px)

Without any knowledge of her or her work, people continue to express their interest in getting involved for the same reason Laura Wopperer started the project.

"I want to take the debate out of masking," Wopperer shares. "For me, masking was never a debatable or political issue. If a mask potentially helps protect my family or yours, why wouldn't I do it? And why do others not see it the same way?"

That line of thinking is what triggered Laura Wopperer's idea to create art that advocates for the cause. The series features some of Charlotte's most recognizable and influential faces in hopes that it will motivate others to follow suit. At the time she started, the concept of masking was still up for reasonable debate, as the science around it hadn't been solidly proven yet. Since then, the more evidence that comes to light proving the value of masking up in public, the more vitriolic the opposition becomes.

### RECTANGLE (344x255px)

Web ad placements run in every article published and on the home page of qcnerve.com. Social media campaigns are created through collaboration with Queen City Nerve creative team.

# NEWSLETTER ADS

SENT DIRECTLY TO OVER **14,000**  
SUBSCRIBERS 3X A WEEK

Our top stories with editorial input along with upcoming events, popular headlines and staff picks sent straight to Charlotteans' inboxes every Monday, Wednesday and Friday

## RATES:

### SIZE & PLACEMENT

### ONE TIME

### WEEKLY

### MONTHLY

### QUARTERLY

Header (770x90px)	\$85	\$230	\$828	\$2,425
Middle (770x90px)	\$70	\$190	\$684	\$2,007
Footer (770x90px)	\$50	\$130	\$468	\$1,373
Middle Block (770x90px)	\$115	\$400	\$1,440	\$4,224

## PLACEMENTS:

### HEADER



October 30, 2020

Dear Charlotte,

When you move to an entirely new city, where do you even start? How do you meet new people — especially in the middle of a pandemic? How do you integrate yourself into a community that was trucking along just fine without you? As a person who's lived in Charlotte on and off since 2003, it's a crazy thing to think about.

Nearly 60 people move to Charlotte a day. In the 24 hours between me writing this newsletter and it ending up in your inbox, 60 new people just got to Charlotte, and the good ones want to give back to the community, support local businesses, and learn about local social issues.

This week, we welcome our newest freelancer, Caitlin Mroz, to the QCN roster. She recently moved to Charlotte and, with the help of our editor Ryan Pitkin, wrote her first piece covering different ways to flourish and give back to the community as a newcomer to an ever-growing city.

It's no secret that the cost of living in Charlotte continues to grow year after year. With that growth comes the risk of displacing community members who may end up priced out of the homes they could once afford. That, coupled with the rise of unemployment due to COVID-19 and the end of the rent moratorium has been a recipe for disaster. Organizations like Block Love, Feed the Movement and Share Charlotte are just a few working to combat the issues that face our city, including homelessness and food insecurity. Caitlin gave a breakdown of each of their missions, the work they do for the community and how to lend a helping hand.

Make sure to give Caitlin's guide for Charlotte newcomers a read and share it with any incoming friends, so they can check out how she's been getting acclimated to the Queen City!

Welcome to Charlotte, Caitlin. We're glad to have you.

Sincerely,  
Lea Bekele,  
Digital Editor,  
Queen City Nerve

[A Charlotte Newcomer's Guide to Community Engagement](#)



### MIDDLE

When: Saturday, October 31st  
Where: Coliseum V

#### REQUIRED READING:

**[NEWS]** [Charlotte Teacher Finds a Friend in Joe Biden During Cancer Battle:](#) When local teacher and musician Pat Maholland learned he had incurable cancer, so many thoughts flashed through his mind at once. But one thing that never occurred to him is that he would receive hope, help and encouragement from an unexpected benefactor: presidential candidate Joe Biden.

**[MUSIC]** [Halloween Music in Charlotte: Eight Spooky Local Songs:](#) We put together a little playlist to get you in the spirit for Saturday night, however you're celebrating this awkward ass pandemic Halloween.

**[LIFESTYLE]** [Savage Love: A Lesson in Trust:](#) In this week's installment of the Savage Love column, jealousy rears its ugly head. One reader writes in asking for help with a current boyfriend that works with an old flame. Another reader worries that any desire he feels for his long distance girlfriend is sexist rather than sexy.



#### LEA'S PICKS

**Local Shop to Peruse:**  
[Shades of Moss](#)

My roommate has filled our place with almost 50 different plants of all shapes and sizes. The most recent few are from [Shades of Moss](#), a Black-owned plant shop in Elizabeth. [Barry Greene is the owner](#) and holds a wealth of knowledge on all things plant-related. He's also just a kind and patient person — perfect if you're like me and can't keep a plant alive

**What's I'm Listening to:**  
[Petrov - Flower Bed](#)

Petrov never fails to amaze me. The combo of Mary Grace McCusick's vocals, the lyrics and the visceral energy the group brings is unmatched. I can already tell that [Flower Bed](#) is an album that I'll keep coming back to. Pro-tip: Listen on repeat, and when you get tired of that, go listen to their first album [Sleep Year](#).

### FOOTER

#### TALK OF THE TOWN:

- Ok, this definitely wasn't on my 2020 bingo card. Charlotte was included in a list of the [rattiest in a list of major American cities](#). Based on the number of new residential and commercial rodent treatments performed in the past couple of months, we're number 31 in the country. Locals are always bragging on the lists that Charlotte makes, usually to the tune of the most fun, best breweries. Now, we've gained a new claim to fame.
- During my usual mindless peruse of Twitter, [I came across a thread](#) this week that actually taught me something. Alison Kuznitz perfectly explained the Safe Charlotte plan for "reimagining" the police and the part they play in our community. The six key points of the plan include allotting \$1 million towards Charlotte-based nonprofits addressing violence, working with a third party to redirect "low-risk sworn duties" to non-uniform units, analyzing police-civilian contact with the help of what they call an external partner and developing non-officer responder protocol for mental health calls. This means that a number of 9-1-1 calls in Charlotte would be redirected away from the police department under a broad plan for public safety reform. Those calls would instead go to local nonprofits and advocacy groups better equipped to handle the situations at hand. This plan brings us one step closer to a community where people in distress are helped instead of being punished for asking for help in the first place.
- [A SouthPark family created a solution](#) for parents worried about making COVID-friendly Halloween plans for their kids. The Meade family recently unveiled a contactless, Frankenstein-themed gadget they call, "TransylVending Machine." It seems easy enough to work it. All you have to do is drive up to the house where the machine is, text the number, let them know how many people are in your group, then, boom, candy pops right out. It's pretty cool how this family has pulled out all of the stops to make it work. Kids still get the Halloween experience, just with a little twist. Located on Wild Partridge Road at the intersection of Quail Hollow Road and Camel Road, the TransylVending Machine is open every evening from 7:30 to 9:30 p.m. through Halloween.
- [PIEeASe, go vote.](#)

**BEST  
IN THE NEST**  
2020

[VOTE HERE NOW](#)



[Unsubscribe](#)

Queen City Nerve, 933 Louise Avenue, #101K, Charlotte, NC 28204, United States

## MIDDLE BLOCK

# SOCIAL MEDIA BRAND EXPOSURE



@QUEENCITYNERVE

Bring the Queen City Nerve social media following to your brand, product or listing by aligning with our voice.

## INSTAGRAM

### FOLLOWER METRICS

(AS OF 10.15.20)

Followers- 18,619  
Account Reach (wkly) - 12,102  
Impressions (wkly) - 45,528  
Post Engagement - 3,461  
IG Story Reach - 12,765

### DEMOGRAPHICS

18-24 - 9.6%	Women - 66%
25-34 - 48%	Men - 34%
35-44 - 27%	
45-54 - 11%	
55-64 - 2.8%	

## FACEBOOK

### FOLLOWER METRICS

(AS OF SEPTEMBER 2020)

Followers- 45,890  
Page Views - 13,299  
Post Reach - 390,842  
Post Engagement - 153,078

### DEMOGRAPHICS

Women	Men
18-24 - 4%	18-24 - 2%
25-34 - 23%	25-34 - 12%
35-44 - 21%	35-44 - 10%
45-54 - 12%	45-54 - 5%
55-64 - 4%	55-64 - 2%

### REQUIREMENTS:

- High quality image relation to post copy (NO TEXT, LOGOS, FLIERS or GRAPHICS - ORGANIC PHOTOS ONLY)
- Text copy points to be included in post
- Post date preference
- Social media handles to tag
- Photographer social media handles to tag
- Approve @queencitynerve as Business Partner for paid promotion branding

### PRICING:

Instagram Feed: \$250  
Instagram Story (4 slides): \$100  
Facebook: \$500 (\$100 used toward post boost)

\*Contact your rep about quarterly, biannual and annual bundles, partnerships and exclusivities

\*\*Publisher may reject any advertisement. This includes advertising which is objectionable in subject matter or in which opinion is dishonest or misleading.