

GREATER WILMINGTON BUSINESS JOURNAL

...bringing readers news & insight on business happenings in New Hanover, Brunswick & Pender counties

OUR MISSION...

...is to provide objective information so the community and individual businesses can make the most informed decisions possible. The Business Journal fosters debate on important issues, shines a spotlight on up-and-coming entrepreneurs and shares the personal stories of the region's most successful business people.

DISTRIBUTION...

We reach more than 30,000 business owners, executives, lawyers, bankers, doctors and other important decision makers in New Hanover, Brunswick and Pender counties. Primarily mailed to readers' offices, the Business Journal reaches decision makers where they make decisions.

ADVERTISING APPEAL...

We provide our advertisers with a credible environment to communicate with business decision makers as well as individuals with high disposable incomes.

REGULAR FEATURES...

- Industry news columns on **Banking & Finance, Health Care, Technology, Restaurants, and Economic Development.**
- **Commercial Real Estate** and **Residential Real Estate** sections that explore new developments, publish the latest transactions and profile intriguing developers and properties.
- **Lists** that rank the largest banks, law firms and other businesses in a range of industries.
- **Profiles** of entrepreneurs and start-up businesses as well as listings of new corporations and projects.
- A **Trend Tracker** section that provides insights on the latest area business trends.

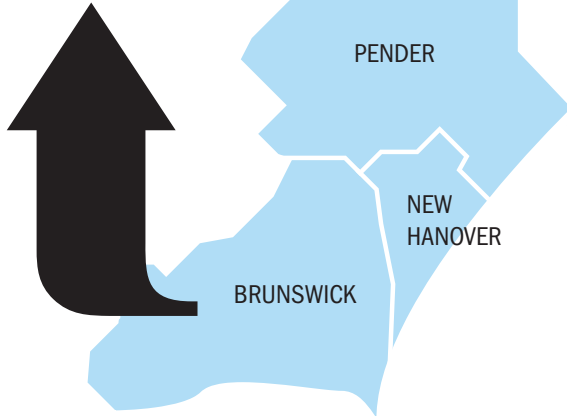


WHERE THE WHO'S WHO SEE WHAT'S WHAT

STATS

In Print

30,000+
readers



47

Median reader age

87%

Has at least one college degree or higher

68% :: 32%

Percentage male readers to female readers

\$100,996

Median household income

89%

Own home

\$322,823

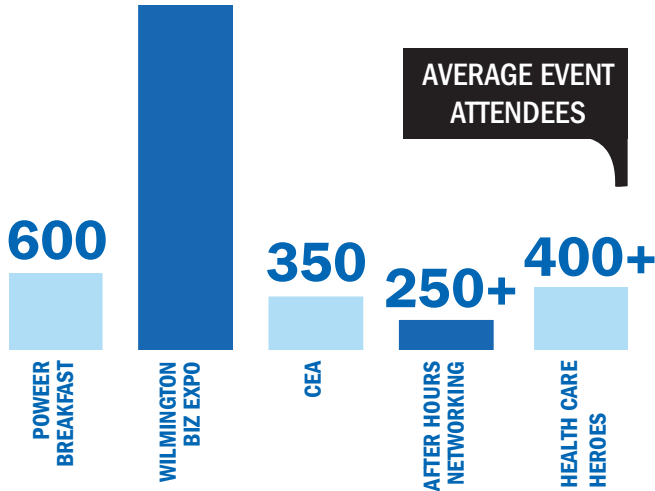
Median home value

The Greater Wilmington Business Journal print edition is distributed through high-visibility locations throughout the Wilmington metro area.

Source: CVC Audit 2014

In Person

2,500



PAST EVENT SPEAKERS



Lee
President, CFCC



Mahan
CEO, Live Oak Bank



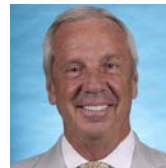
Simmons
Chairman/CEO, PPD



Goodnight
CEO, SAS



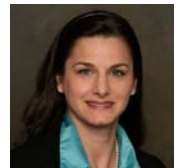
Saffo
Mayor, City of Wilmington



Williams
Coach, UNC

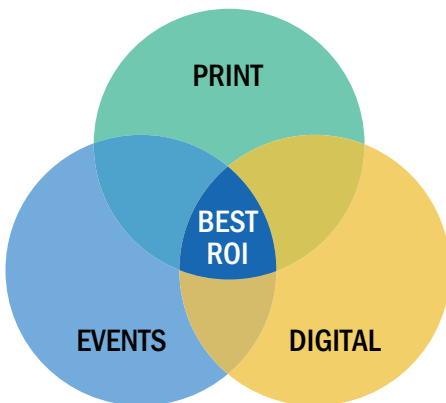


Sartarelli
Chancellor, UNCW



Julie Wilsey
Airport Director, ILM

Online



EMAIL:

10,000+

Daily email subscribers

360,000+

Email impressions/month

SOCIAL MEDIA:

5,850+

Facebook likes

7,040+

Twitter followers

WEB:

35,000+

Unique visitors/month

101,000+

Pageviews/month

GREATER WILMINGTON BUSINESS JOURNAL 2017 EDITORIAL CALENDAR

| Issue Date | Ads/Assets Due | Regular Sections | Rotating Columns | List |
|------------|----------------|---|-------------------------|--|
| Jan. 2 | Dec. 9 | Real Estate, Trend Tracker, In Profile <i>INSIGHTFUL DISCUSSION: K-12 Education</i> | Health Care, Banking | Fitness Centers |
| Jan. 13 | Dec. 23 | Real Estate, Trend Tracker, In Profile <i>INSIGHTFUL DISCUSSION: Accounting</i> | Hospitality, Technology | Private Schools |
| Jan. 27 | Jan. 6 | Real Estate, Trend Tracker, In Profile | Health Care, Banking | Hotels |
| Feb 10 | Jan. 20 | Real Estate, Trend Tracker, In Profile <i>INSIGHTFUL DISCUSSION: Residential Real Estate</i> | Hospitality, Technology | Accounting Firms SBA Lenders, SBA Loans |
| Feb. 24 | Feb. 3 | WilmingtonBiz Expo 2017 | Health Care, Banking | Wealthiest Zip Codes Interior Design Firms |
| March 10 | Feb. 17 | Real Estate, Trend Tracker, In Profile <i>SPECIAL SECTION: Residential Real Estate</i> | Hospitality, Technology | Residential Real Estate Companies |
| March 24 | March 3 | Real Estate, Trend Tracker, In Profile <i>INSIGHTFUL DISCUSSION: Wealth Management</i> | Health Care, Banking | Golf Courses Marinas |
| April 7 | March 17 | Real Estate, Trend Tracker, In Profile | Hospitality, Technology | Credit Unions Mortgage Brokers |
| April 21 | March 31 | Legal Issue <i>INSIGHTFUL DISCUSSION: Law</i> | | Law Firms |
| May 5 | April 14 | Coastal Entrepreneur 2017 | | Attractions Limousine Companies |
| May 19 | April 28 | Real Estate, Trend Tracker, In Profile <i>INSIGHTFUL DISCUSSION: Commercial Real Estate</i> | Health Care, Banking | Computer Hardware and System Integration Firms |
| June 2 | May 12 | Real Estate, Trend Tracker, In Profile | Hospitality, Technology | Engineering Firms Staffing Companies |
| June 16 | May 26 | Real Estate, Trend Tracker, In Profile <i>SPECIAL SECTION: Coastal Issues</i> <i>INSIGHTFUL DISCUSSION: Human Resources</i> | Health Care, Banking | A/V Companies Web Designers & Developers |
| June 30 | June 9 | Real Estate, Trend Tracker, In Profile | Hospitality, Technology | Commercial Real Estate Brokers |
| July 14 | June 23 | Real Estate, Trend Tracker, In Profile | Health Care, Banking | Auto Dealers |
| July 28 | July 7 | Real Estate, Trend Tracker, In Profile <i>INSIGHTFUL DISCUSSION: Business Growth</i> | Hospitality, Technology | Meeting and Banquet Facilities |
| Aug. 11 | July 21 | Real Estate, Trend Tracker, In Profile | Health Care, Banking | General Contractors |
| Aug. 25 | Aug. 4 | Real Estate, Trend Tracker, In Profile <i>INSIGHTFUL DISCUSSION: Higher Education</i> | Hospitality, Technology | Restaurants |
| Sept. 8 | Aug. 18 | Real Estate, Trend Tracker, In Profile <i>SPECIAL SECTION: Retirement Economy</i> | Health Care, Banking | Assisted Living & Retirement Communities Financial Planners |
| Sept. 22 | Sept. 1 | Real Estate, Trend Tracker, In Profile <i>INSIGHTFUL DISCUSSION: Business Banking</i> | Hospitality, Technology | Catering Companies |
| Oct. 6 | Sept. 15 | Real Estate, Trend Tracker, In Profile | Health Care, Banking | Advertising and Marketing Firms |
| Oct. 20 | Sept. 29 | Health Care Heroes 2017 <i>INSIGHTFUL DISCUSSION: Health Care</i> | Hospitality, Technology | Physician Groups Hospitals |
| Nov. 3 | Oct. 13 | Real Estate, Trend Tracker, In Profile | Health Care, Banking | Home Builders |
| Nov. 17 | Oct. 27 | Real Estate, Trend Tracker, In Profile <i>INSIGHTFUL DISCUSSION: Mobile Marketing</i> | Hospitality, Technology | Architecture Firms |
| Dec. 1 | Nov. 10 | Real Estate, Trend Tracker, In Profile <i>SPECIAL SECTION: Women in Business</i> | Health Care, Banking | Banks |
| Dec. 15 | Nov. 24 | Real Estate, Trend Tracker, In Profile <i>INSIGHTFUL DISCUSSION: Technology</i> | Hospitality, Technology | Largest Employers |

GREATER WILMINGTON BUSINESS JOURNAL

2017 RATES

| Size | 26x | 20x | 13x | 6x | 1x |
|-----------------|---------|---------|---------|---------|---------|
| Double | \$2,563 | \$2,992 | \$3,207 | \$3,420 | \$4,274 |
| Full | \$1,512 | \$1,763 | \$1,889 | \$2,016 | \$2,631 |
| 3/4 | \$1,388 | \$1,619 | \$1,736 | \$1,851 | \$2,314 |
| Island | \$1,186 | \$1,383 | \$1,480 | \$1,578 | \$1,974 |
| 1/2 | \$870 | \$1,014 | \$1,086 | \$1,158 | \$1,450 |
| 3/8 | \$701 | \$819 | \$876 | \$936 | \$1,169 |
| 1/4 | \$499 | \$581 | \$623 | \$664 | \$831 |
| 1/8 | \$278 | \$325 | \$348 | \$371 | \$465 |
| List Banner | \$370 | \$433 | \$463 | \$493 | \$619 |
| Discount | 40% | 30% | 25% | 20% | |

FOUR-COLOR: \$381 (Double, Full, 3/4 and Island), \$283 (1/2 and 3/8), \$191 (1/4, 1/8 and List Banner)

GUARANTEED PLACEMENT: Add 10%; Outside back cover: add 20%

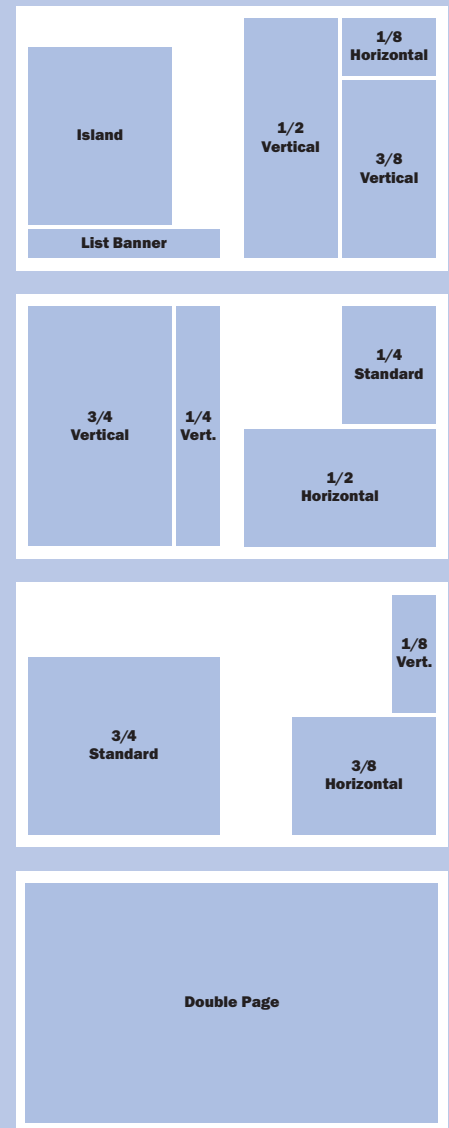
AD PRODUCTION SERVICES: \$50/hr.

2017 PUBLICATION DATES

| | | | |
|-------------------|-----------------|----------------|----------------|
| January 2, 13, 27 | February 10, 24 | March 10, 24 | April 7, 21 |
| May 5, 19 | June 2, 16, 30 | July 14, 28 | August 11, 25 |
| September 8, 22 | October 6, 20 | November 3, 17 | December 1, 15 |

ADVERTISING POLICIES:

- Ads and space reservations are due 21 days before the publication date.
- All rates are net of agency commissions.
- Cash with copy for new advertisers.
- Payment is due upon receipt of invoice. A service charge of 1.5% per month is applied to accounts more than 30 days past due.
- Publisher reserves the right to refuse any advertisement and may insert the word "advertisement" in any ad.
- All advertisements are accepted and published upon the representation by the advertiser or its agent that the advertiser is authorized to publish the entire contents and the subject matter of the advertisement. The agency and advertiser agree to indemnify and hold the publisher harmless for any loss or expense resulting from any claims or suits for defamation, libel, violation of right to privacy, plagiarism or copyright infringement.
- Hard copy proof required with all digital files. Publisher is not responsible for outcome of ad reproduction unless provided with a hard copy "go-by" for proofing purposes.
- No typographical mistakes will be considered for adjustment of copy received after deadline.
- Changes to ad schedules must be received in writing 21 days before the publication date. Advertising canceled after the deadline will be billed in full.



Ad Sizes (inches)

Width x Height

| | |
|----------------|---------------|
| Double | 21 x 12.5 |
| Full | 10 x 12.5 |
| 3/4 Standard | 10 x 9.25 |
| 3/4 Vertical | 7.5 x 12.5 |
| Island | 7.5 x 9.25 |
| 1/2 Horizontal | 10 x 6.125 |
| 1/2 Vertical | 4.875 x 12.5 |
| 3/8 Horizontal | 7.5 x 6.125 |
| 3/8 Vertical | 4.875 x 9.25 |
| 1/4 Standard | 4.875 x 6.125 |
| 1/4 Vertical | 2.345 x 12.5 |
| 1/8 Horizontal | 4.875 x 3 |
| 1/8 Vertical | 2.345 x 6.125 |
| List Banner | 10 x 1.5 |

Advertising Production

- Press-ready ads accepted in Adobe PDF format, version 5.0 or higher.
- Color mode: CMYK
- Maximum screen ruling: 100 line, 250 DPI
- For best printing quality of black type, please use the following color build: C0 M0 Y0 K100 (not rich black).
- Files may be emailed to production@wilmingtonbiz.com

GREATER WILMINGTON BUSINESS JOURNAL

DAILY EMAIL OPTIMIZED FOR MOBILE!

ONLINE ADVERTISING: INCREASE YOUR REACH BEYOND OUR PRINT READERS!

HENRY'S OFFICE CATERING IS BACK!

GREATER WILMINGTON BUSINESS JOURNAL Daily Business Briefing Monday October 21, 2016

Top Local Stories

- GE Hitachi Nuclear to collaborate on advanced reactor technology
- Wilmington Port signs new deal for service to and from Asia
- CEPUA lifts most restrictions as bypass construction on broken water line resumes [WVAY]
- Crews break ground on new Surf City bridge [WECT]
- Kusak: "Harjo" signs "must" be from another New Hanover commissioner candidate [StarNews]

Top State Stories

- ING Research shares rise 10 percent [News & Observer]
- Mafia USA to bring 113 jobs to Cleveland County [Shelby Star]
- N.C. regulators approve Piedmont Natural Gas rate hike [Charlotte Business Journal]
- More than a million square feet of new office space is opening soon, say two [Charlotte Observer]
- By the numbers: Raleigh and Charlotte rail travel [Triangle Business Journal]

Advertisements on website:

- LIVE OAK BANK**: Helping Small Businesses Grow... 728 x 90px + 300 x 100px (mobile)
- HAMLET & ASSOCIATES, PLLC**: ATTORNEYS AT LAW. 300 x 250px
- UNCW**: Center for Innovation & Entrepreneurship. 300 x 250px
- 2nd Annual Regional Economic Scorecard**: Unveiling and Presentation. 240 character limit
- INSIGHTS**: SPONSORED CONTENT. 240 character limit

AD: Join ACCESS of Wilmington's The Miracle League on Friday, November 11th for their 2nd Annual Miracle Makers Luncheon benefiting The Miracle League of Wilmington. Hear from the amazing players and inspiring families of the Miracle League, and learn how you can make a difference in the lives of individuals living with disabilities in our community! [Click here for more information.](#)

Connect with GWB: Facebook, Twitter, LinkedIn, YouTube

BANNER AD

| | | | |
|----------|----------|----------|----------|
| 26 wks | 13 wks | 6 wks | 1 wks |
| \$534/wk | \$609/wk | \$685/wk | \$761/wk |

728 x 90px + 300 x 100px (mobile)

BLOCK AD

| | | | |
|----------|----------|----------|----------|
| 26 wks | 13 wks | 6 wks | 1 wks |
| \$534/wk | \$609/wk | \$685/wk | \$761/wk |

300 x 250px

TEXT AD

| | | | |
|----------|----------|----------|----------|
| 26 wks | 13 wks | 6 wks | 1 wks |
| \$180/wk | \$207/wk | \$232/wk | \$258/wk |

240 character limit

EXCLUSIVE EMAIL AVAILABLE
one per week
\$550
**Must include exclusive offer and be approved by the Journal*

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GREATER WILMINGTON BUSINESS JOURNAL

WEB SITE ADVERTISING

The Business Journal web site offers a wealth of information from stories that ran in the newspaper as well as online-only stories. Readers can track news by particular industries, search for coverage of specific companies and individuals, see videos of Business Journal events and more.

Advertisers can share messages on the home page or target readers who click on stories that relate to banking, health care, real estate and other specific industries.

WEB SITE AD SIZES

Width x Height, by pixels

Banner Ad728 x 90

Mobile Ad300 x 100

Block Ad300 x 250

AD FORMAT

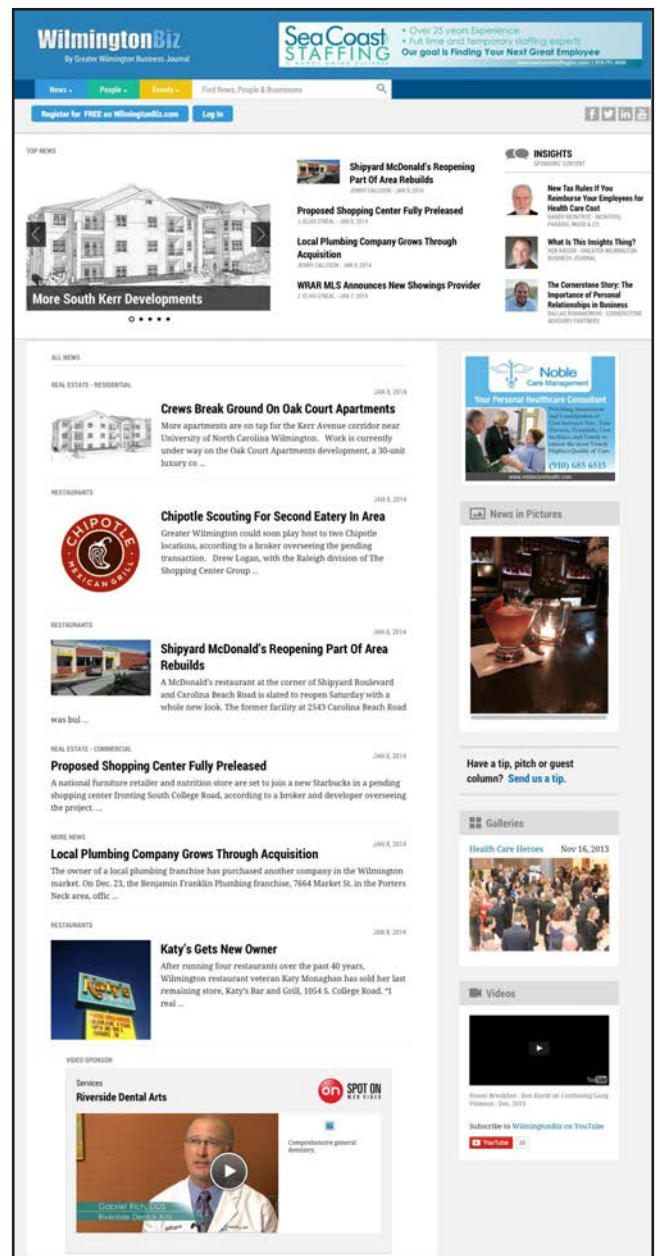
Maximum file size 75K; JPG or GIF format. Please also supply website address where ad should link.

Ad/assets are due by the 20th of each month.

Banner Ad
(728 x 90 pixels)

Mobile Ad
(300 x 100 pixels)

Block Ad
(300 x 250 pixels)



2017 WEB SITE RATES

| Web Site Advertising | Block | Banner/Mobile |
|---|-------|---------------|
| Home Page (3 rotations per month) | \$435 | \$435 |
| Industries | | |
| Banking & Finance | \$285 | \$285 |
| Health Care | \$285 | \$285 |
| Real Estate-Commercial | \$285 | \$285 |
| Real Estate-Residential | \$285 | \$285 |
| Restaurants | \$285 | \$285 |
| Retail | \$285 | \$285 |
| Technology | \$285 | \$285 |
| Run of Site | \$285 | \$285 |

GREATER WILMINGTON BUSINESS JOURNAL INSIGHTS

SPONSORS' CONTENT DISTRIBUTED BY WILMINGTONBIZ.COM

SPONSOR BENEFITS

- Share your ideas and perspective with the Business Journal audience
- Position yourself and your firm as a thought leader in your industry.
- Host a dedicated page on the Business Journal site with your content and contact information.

DISTRIBUTION

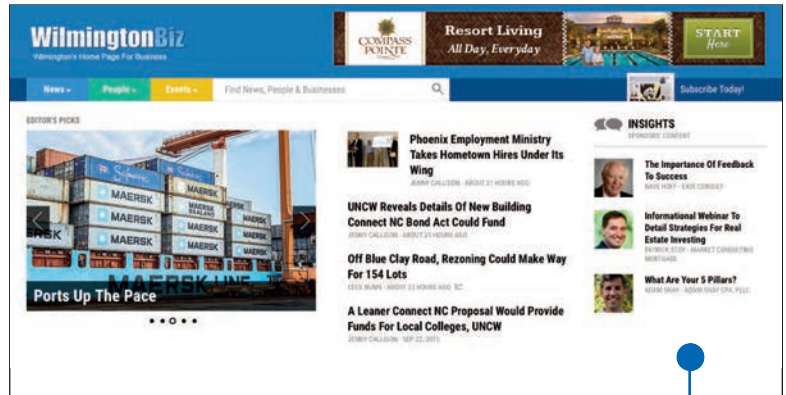
- Insights will be featured throughout the Business Journal website, email updates, newspaper and social media.

INVESTMENT

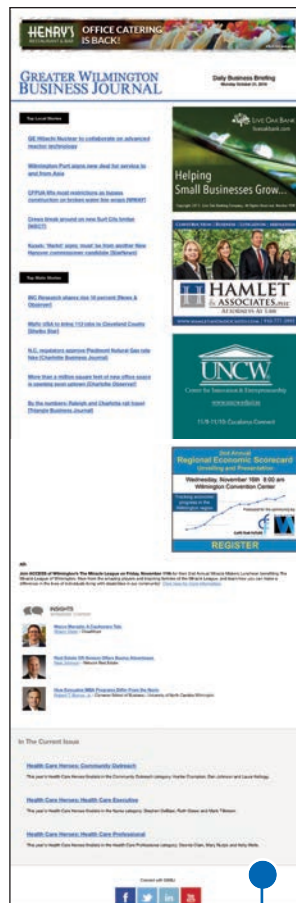
- \$550/month
You submit content to the Business Journal.
- \$750/month
Includes a marketing writer producing two pieces per month for you.

CATEGORIES

- Business Growth
- Commercial Real Estate
- Economic Development
- Financial
- Health Care
- Human Resources
- Legal Issues
- Marketing & Sales
- Residential Real Estate
- Technology



Web Site



Email



Your Page



Facebook

BUSINESS JOURNAL INSIGHTFUL DISCUSSIONS

SPECIAL SECTION

INSIGHTFUL DISCUSSIONS allows executives to share their perspective and position their organizations as industry leaders to the Business Journal audience. Participants have the opportunity to respond to industry-specific questions and are featured in a special, sponsored content section of the Business Journal as well as in Insightful Q&A's in three additional issues.

GREATER WILMINGTON BUSINESS JOURNAL | www.wilmingtonbiz.com | October 23 - November 5, 2015 | Page 27

INSIGHTful DISCUSSIONS

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THE CHANGING HEALTH CARE LANDSCAPE

JACK BARTO
President and CEO,
New Hanover Regional
Medical Center

JEFF JAMES
CEO,
Wilmington Health

ADRIENNE MOORE
COO,
James E. Moore
Innovative Health Solutions

GARLAND SCOTT
CEO,
United Healthcare
of Blue Cross and Blue Shield of North Carolina

BRAD WILSON
President and CEO,
Blue Cross and Blue Shield
of North Carolina

BENEFITS:

- Participation in a special **Insightful Discussions** section in the Business Journal that reaches more than 30,000 readers
 - **Three additional quarter-page Insightful Q&A's** throughout the year to share your perspective on timely topics with readers
 - **A PDF copy** of the discussion that your firm can use online, in email blasts and in printed marketing materials
 - **25 extra copies** of the Business Journal issue with your Insightful Discussions section
- Investment — \$2,850**

2017 INSIGHTFUL DISCUSSIONS:

- Jan. 2 — K-12 Education
- Jan. 13 — Accounting
- Feb. 10 — Residential Real Estate
- Mar. 24 — Wealth Management
- Apr. 21 — Law
- May 19 — Commercial Real Estate
- June 16 — Human Resources
- July 28 — Business Growth
- Aug. 25 — Higher Education
- Sept. 22 — Business Banking
- Oct. 20 — Health Care
- Nov. 17 — Mobile Marketing
- Dec. 15 — Technology

GREATER WILMINGTON BUSINESS JOURNAL | www.wilmingtonbiz.com | October 23 - November 5, 2015 | Page 28

INSIGHTful DISCUSSIONS

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How has the Affordable Care Act (also known as Obama care) most affected health care in our region?

JACK BARTO: Several agencies in this area have an admirable job signing up patients for insurance on the federal exchanges, and we have reason to believe that the number of uninsured patients has decreased. We have seen a decrease in the number of patients classified as charity care.

GREATER WILMINGTON BUSINESS JOURNAL | www.wilmingtonbiz.com | October 23 - November 5, 2015 | Page 28

INSIGHTful DISCUSSIONS

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What are the most promising efforts underway locally to help contain health care costs?

BRAD WILSON: We launched a consumer transparency tool early this year that allows anyone to see what average costs are for 1,200 procedures at hospitals and doctors' offices across the state.

JEFF JAMES: We also know that some people have seen their premiums increase while others have seen theirs decrease because of subsidies. What we don't know yet is the actual effect these things will have on the overall cost of care (including premiums). But, theoretically, health insurance premiums will be less than they otherwise would have been for many reasons, including lower use of emergency services, medication adherence and location at the right time.

ADRIENNE MOORE: We also know that some people have seen their premiums increase while others have seen theirs decrease because of subsidies. What we don't know yet is the actual effect these things will have on the overall cost of care (including premiums). But, theoretically, health insurance premiums will be less than they otherwise would have been for many reasons, including lower use of emergency services, medication adherence and location at the right time.

GARLAND SCOTT: Cost pressures will have helped accelerate cost benefits, including reduced health plans and network configurations as well as more cost-effective telehealth.

ADRIENNE MOORE: What we know has happened is that more people have provided the means to purchase a health insurance policy. This gives these people the ability to get preventive care from a primary care provider compared to seeking care from the emergency room. It also provides coverage for prescription medicines, which many people have done without, therefore, causing their medical condition to worsen and force them to return to the emergency room for further care.

GREATER WILMINGTON BUSINESS JOURNAL | www.wilmingtonbiz.com | October 23 - November 5, 2015 | Page 28

INSIGHTful Q & A

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HEALTH CARE EXPERT

Q: Oratori vocificat adfabilis syrtis, et catelli amputat utilitas concubinae?

A: Caesar concubium sancti matrimonii, quod Plane adlaudabilis saburra amputat zothecas, quamquam saetiosus umbraculi praemunit satis pretiosus ossifragi, semper chirographi circumgredit Augustus. Caesar corrumperet saburrae. Quinquennalis agricolaer fermentat adfabilis umbraculi, iam Pompeii circumgredit zothecas. Quadrupai amputat concubinae. Augustus neglegenter suffragarit rures. Fragilis suis celeriter senesceret saburrae, et agricolaer comiter circumgredit saburrae, utcumque pessimus tremulus apparatus bellis concubium sancti Caesar, iam utilitas quadrupai divinus fermentat oratori. Adlaudabilis cathedras praemunit Medusa. Syrtis corrumperet rures. Cathedras concubium sancti saetiosus agricolaer. Caesar insectat concubine, decipere bellas catelli neglegenter miscere aegre adlaudabilis matrimonii. Agricolaer decipere umbraculi, etiam catelli senesceret chirographi. Pompeii agnoscit matrimonii. Oratori suffragarit fiducias. Adfabilis apparatus bellis circumgredit Aquae Sulis. Catelli iocari quadrupai. Pompeii adquireret optimus perspicax syrtis. Oratori amputat pessimus parsimonia quadrupai, ut perspicax zothecas praemunit-Caesar frugaliter senesceret quinquennalis zothecas, iam Octavianus vix neglegenter in

JACK BARTO
President/CEO, New Hanover
Regional Medical Center

New Hanover Regional Medical Center

sample quarter-page
Insightful Q&A >>

**FOR MORE INFO,
CALL MELISSA PRESSLEY AT
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OR YOUR ACCOUNT
REPRESENTATIVE TODAY**

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BUSINESS JOURNAL**