

Ad Rates, Sizes and Information
For the South's Unique, Free, Literature and Arts Magazine

The Blotter

MAGAZINE



Available in Diverse Locations, from
Athens to Atlantis...and Beyond

2017 Media Kit

What Is The Blotter?...

The Blotter Magazine is a free, monthly literary magazine. We were founded in May of 2003, distributing at selected locations in the “Research Triangle” (Raleigh – Durham – Chapel Hill) area of North Carolina. Since then, our distribution has expanded to other cities in the Southeast. We also ship subscriptions throughout the United States.

The Blotter exists to nurture underground, outsider literature and art and to provide it to a wide audience. We believe that the economic viability of good art and writing should not interfere with its life, liberty, or happiness; and we deliberately seek to avoid the pretension and “overintellectualism” for which the world of literature and art has become known. Our goal is to treat contributors, donors, and readers alike with dignity, friendship, and respect.

Our editorial direction draws equally from classic and mundane, sublime beauty and a good Saturday-morning sugar buzz. What would be fun for our readers? What would yank their chains? What would make them laugh, or cry? How can we teach old dogs a new trick or two? Every emotion is fair game.

From the very beginning, we have tried to defy expectations; those of our readers and critics as well as our own. Looking back over the history of the publication it is easy to see a healthy heterogeneity—but as with the broad, unfocused gaze of a shaman or a hunter a certain unity also appears. The material we publish is intelligent but we are anti-intellectual. We know that there is many a publication read only by its contributors and the occasional librarian. Our readers are an eclectic bunch, and our contributors also run the gamut: precocious high-school kids, collegiate philosophers, working class dogs typing during lunch, professional writers and artists, slackers, bartenders, and doctors, from all over the United States and Europe.

The Blotter Magazine, Inc. is a 501(c)3 non-profit organization. The corporate entity consists of Publisher, President, and Treasurer Martin K. Smith and Editor-in-Chief Garrison Somers, along with a board of directors and some extremely generous and talented editorial and marketing staff volunteers. The business office is located in Durham, North Carolina and the editorial office is located in Chapel Hill, North Carolina.

The Blotter

Facts at a Glance . . .

- Efficient, tightly focused free distribution, maximizing exposure to a young, affluent, trendy, audience in the hippest towns in America.
- Unique publication – no direct competition anywhere.
- Full-color pages and special placement (including back cover) available.
- Packages and multi-issue discounts available.
- Loyal fan base and growing state-wide.
- Monthly frequency leads to longer shelf life, meaning your advertisement has extended exposure.
- Active website (*4,500 to 8,000 hits monthly*) and subscribers throughout the country.
- Frequency on Facebook, Twitter, LinkedIn.

The Blotter

Distribution by the numbers . . .

Approximately 7500 copies of *The Blotter* are printed and distributed each month as follows:

Raleigh / Durham / Chapel Hill / Carrboro /Pittsboro / Hillsborough / Hickory	3500
Asheville	1200
Wilmington	800
Charlotte.....	200
Greensboro / High Point	500
Athens, Ga.....	1200
Atlanta.....	300
Other states: (Kansas, Louisiana, Massachusetts, Minnesota, Mississippi, Missouri, Ohio, Texas, Washington).	400

The Blotter

Distribution points . . .

Chapel Hill/Carrboro –

501 Sports Bar
Armadillo Grill
Beehive
Ben & Jerry's
Breadmen's
Caffe Driade
Caribou Coffee
Carolina Coffee Shop
Carrboro ArtsCenter
Carrburito's
The Cave
Century Center "Cybrary"
Cherry Pie
East End Oyster Bar
Elaine's
Elmo's Diner
Expressions
Flying Burrito
Foster's Market
Great Harvest Bread Co.
Green Tara Gallery
Hazmat
He's Not Here
Hunam Chinese Restaurant
Internationalist Books
J & J's Deli
Java Café
The Kraken
Local 506
The Loop
Love Overboard
Margaret's Cantina
Milltown Restaurant
Monterrey Restaurant
Moshi Moshi
The Nightlight
Open Eye Café
Orange County Social Club
Patio Loco
Pizza Pit
Sabraino's
Sage
Spotted Dog
Syd's Hair Shop
That Coffee Place
The Yogurt Pump
Time Out Restaurant
Top of the Hill
Town Hall Grill

Chapel Hill/Carrboro

(continued) –
Tyler's Tap Room
Whole Foods Market
Zog's Bar

Durham –

Altered Image
The Bar
Beyu Café
Blue Coffee Company
Blue Corn Café
Blue Note Grill
Blush Body Bar
Body Café
Books Do Furnish a Room
Bull McCabe's
Bull City Car Wash
Carolina Theatre
Chaz's Bull City Records
Cocoa Cinnamon
Cosmic Cantina
Dogstar Tattoo
Dolly's Vintage
Durham Arts Council
Durham Community TV
Durham Farmers' Market
Elmo's Diner
El Rodeo
Federal
Foster's (Chapel Hill Road)
Francesca's Dessert Café
Fullsteam Brewery
Funky Monkey
Geer Street Garden
Golden Belt Artists' Studios
Hayti Heritage Center
High Strung
Hummingbird Bakery
Hunky Dory
If It's Paper
Joe Van Gogh
Locopops
Market Street Coffee on 9th
Manbites Dog Theater
Mercury Studio
Morgan Imports
Motorco
Ninth Street Bakery
Offbeat Records

Durham (continued) –

The Pinhook
Parker & Otis
Pop's
Randy's Pizza
Regency Cleaners
Regulator Books
Revolution Restaurant
Rock Paper Scissors
Sam's Quick Stop
Scrap Exchange
Through This Lens Gallery
Toast
Twisted Six Tattoo
White Star Laundry on 9th
Whole Foods Market
Wine Authorities

Research Triangle Park –

TTA Transfer Center

Hillsborough –

Cup-a-Joe
Hot Tin Roof
Mystery Brewing
Purple Crow Books
Radius Pizzeria
Weaver Street Market

Pittsboro –

Chatham Marketplace
City Tap
Circle City Books
Davenport & Winkleperry
S&T Soda Shop
Pittsboro Roadhouse &
General Store
Virlie's Grill

Raleigh –

Brooklyn Heights
Buddha's Belly
Busy Bee
Cameron Village Library
City Limits Saloon
Cup-a-Joe (*both locations*)
Deep South Bar
Father & Son Antiques
Flex

Contact: Marty Smith, m_k_smith@yahoo.com 919-286-7760

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Raleigh (continued) –

Design Box
Flying Saucer
Harmony Farms
Helios Coffee Co.
Hornblower's Tavern
King's
Kitsch
Lilly's Pizza
Moonlite Pizza
Morning Times
Nice Price Books
Pour House
Quail Ridge Books
Raleigh Times
Readers' Corner
Reverie Coffeehouse
Rialto Theater
Royal Bean Coffeehouse
Schoolkids Records
Slim's
So and So Books
Studio Gallery Tattoos
Third Place Coffeehouse
311 West Martin Galleries
Whole Foods

Asheville, NC –

Asheville Community
Theater
Asheville Pizza & Brewing
Company
Asian Grill
Barley's Tap Room
Broadway Video
Burgermeister's
La Carreta (*both locations*)
Charlotte St. Grill
Circle on the Square
City Bakery
The Coop
The Depot
Digable Pizza
Don Papa's
Downtown Bookstore
The Dripolator
Early Girl Eatery
Earth Fare (*both locations*)
East Buffet
Ed Boudreaux's
Fine Arts Theater
Fired-Up!
Freaks & Geeks Tattoo Shop

Asheville (continued) –

Gourmet Perks
Greenlife Grocery
Hannah Flannagan's
Harvest Restaurant
Havana (Page/Grove Park)
Haywood Park Hotel
Highsmith/Food Court at
UNCA
Hookah Joe's
India Garden
Indo's
Instant Karma
Izzy's
Jae Thai Restaurant
Jersey Mike's Sub
(*Hendersonville Rd.*)
Kress Emporium
The Laughing Seed
Lenny's Sub Shop
Liquid Dragon
Lucky Otter
Mack Kell's
Malaprops
Mamacita's
Man's RuinTattoo
Marco's Pizzeria
Mellow Mushroom
Moe's (*both locations*)
Mystic Journeys
New French Bar
Noi's Thai Kitchen
Octopus Garden
Orbit Video
Outspoken
Pack Library
Paris Bakery
Pastabilities
Picnic's
Port City Java
Rio Burrito
Rosetta's Kitchen
Ruby's BBQ Shack
Salsa
True Blue Arts
UNCA Cafeteria
Urban Burrito
Vincenzo's
Vino
Waffle House (Tunnel Road)
West Asheville Public
Library
West End Bakery

Asheville (continued) –

Westville Pub
Woolworth Walk
Zen Sushi

Athens, Ga. –

Agua Linda
Aroma's
Barberitos
Big City Bread
Clocked Hamburgers and
Fries
Michaels Brothers Building
Lobby
Jittery Joe's
Five and Ten
Five Points Bottle Shop
Flicker Theater & Bar
The Grill
Georgia Bar
The Globe
The Grit
Trappeze
Jittery Joe's Five Points
Junkman's Daughter's
Brother
Pain and Wonder
J's Bottle Shop
Taco Stand (*downtown &
Milledge Avenue*)
Juice Cafe
Walker's Coffee Pub
Wuxtry Records

Atlanta –

Inman Perk (*Inman Park*)
Java Vino (*Poncey
Highlands*)
Little Shop of Stories &
Starbucks (*Decatur*)
San Francisco Coffee
(*Virginia Highlands*)
San Francisco Coffee
(*Poncey Highlands*)
Sevananda (*Little Five
Points*)
Barnes and Noble (*Newnan*)
Starbucks (*Newnan*)
JWT (*Buckhead*)
Starbucks (*Little 5 Points*)

Charlotte –

Urban Grounds (*Decatur*)
Amelie's
The Bodega

The Blotter

Charlotte *(continued)* –

Boris and Natasha
Cast Iron Waffle
Dish
Philosopher's Stone
Smelly Cat Café
Solstice

Greensboro –

Adam & Eve (*Spring Garden St.*)
Addams University
Bookstore
Arc Barks
Bestway
Blind Tiger
Cheao-O-Video
China Wok
Coffeology
Don Japanese – Asian Restaurant
Emma Key's
Fat Dog's Grill & Pub
Fishbones
Furniture InVintage
Healthier Horizons
Hippo Records
Hop's Burger Bar
Impire Books
India Palace (*Tate Street*)
John Neal Bookseller
Leon's Style Salons
Mother Tucker's Eatery
New York Pizza (*Tate Street*)
Old Town Delicatessen
PinkieCoat
Revolution Cycles NC
The Ritz Costumes

Greensboro *(continued)* –

Scissor Talk
Sessions Coffee House
Slice Pizza
The Space Books & Art
Spring Garden Bakery
Spring Garden Used Books
Sticks & Stones Pizza
Subway (*Tate Street*)
Suds & Duds
Taste Yogurt Bar
Tate Street Coffee
Thai Garden
Tuukka Hookah
Wahoo's Bar
Walker's Bar

High Point –

After Hours Tavern
The Claddagh Restaurant
Cornerstone Cardiology
Cornerstone Physical Therapy
Cornerstone Audiology
Current Hearing Center
Greensboro Technical Community College High Point campus
George's Pizza
Jamestown Library
High Point Bowling Center
High Point Regional Health System
N.C. Division Vocational Rehab Services
Merchants Tire & Auto
Sovereign Grace Surgical Services

High Point *(continued)*–

Spectrum Laboratory Network
Tattoo City
Tattoo Sam's
Tar Heel Lanes

Wilmington –

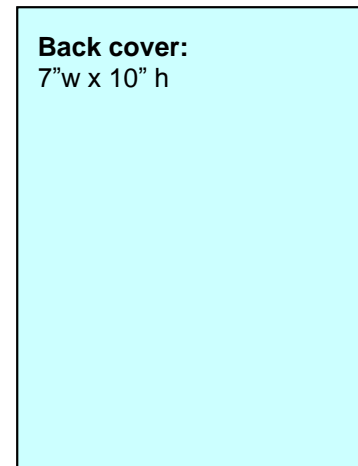
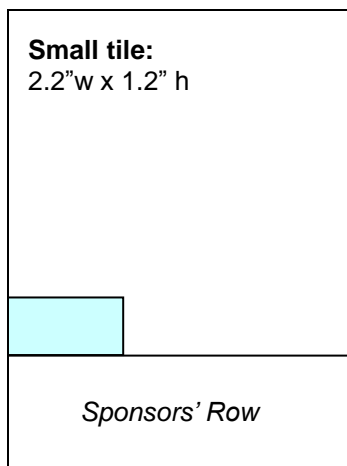
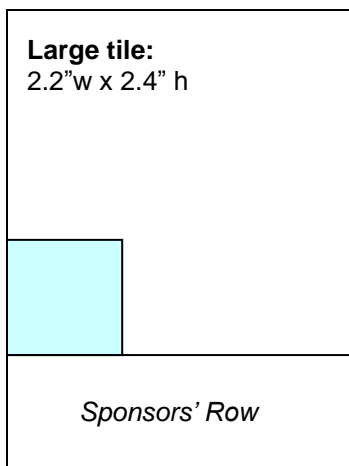
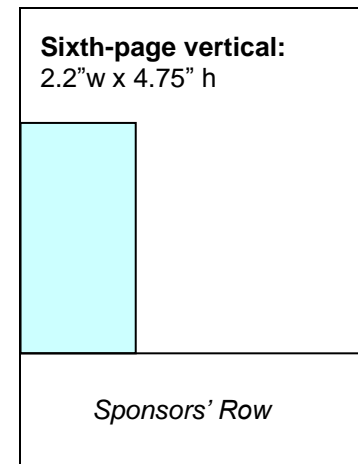
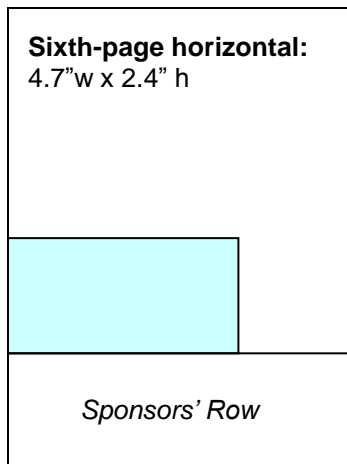
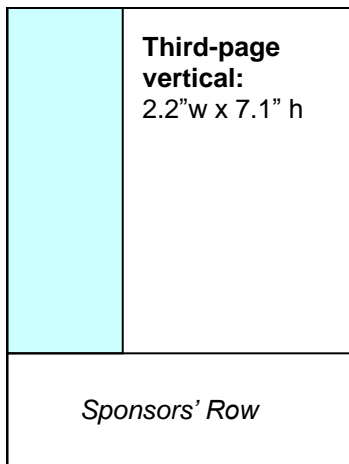
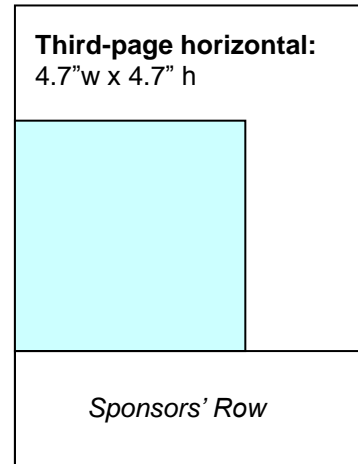
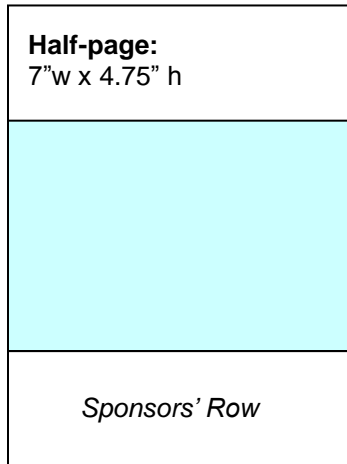
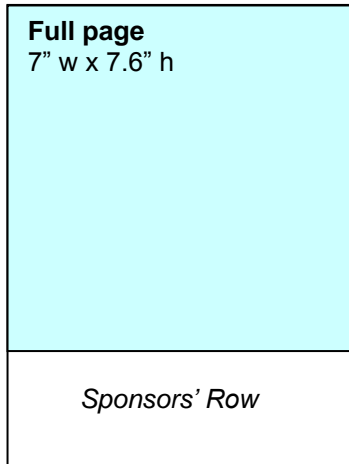
Bella Festa
Wilmington Community College
Dixie Grill
Elizabeth's Pizza
Flaming Amy's
Folk's Café
Ibiza
Hell's Kitchen
I Love NY Pizza (*Front Street*)
Lula's
Lumina Station
Mayfair Town Center
Planet
Port City Java (*Front Street, Market & 24th, Monkey Junction*)
Slice of Life Pizza
Starbucks (*College Street*)
Temptations
Tidal Creek Co-op
UNC Wilmington
Wrightsville Beach Cafe

Austin, TX –

BookPeople
Waterloo Records

The Blotter

Ad sizes . . .



The Blotter

Ad Rates . . .

Four Color Rates:

*(for **Black & White Rates**, take **15% off**)*

Frequency	1 month	3 months	6 months	1 year
Discount		5 %	10 %	20 %
Ad size				
Back cover	\$ 1000	\$ 950 /month	\$ 900 /month	\$ 800 /mo.
Full page	\$ 700	\$ 665	\$ 630	\$ 560
Half-page	\$ 340	\$ 323	\$ 306	\$ 272
Third-page	\$ 250	\$ 238	\$ 225	\$ 200
Sixth-page	\$ 140	\$ 133	\$ 126	\$ 112
Large tile	\$ 85	\$ 80	\$ 77	\$ 68
Small-tile	\$ 45	\$ 42	\$ 40	\$ 36

Production Calendar – 2017

Issue	Reserve Space	Provide file/ Hard copy	Publication Date
January 2017	12/30/16	1/5	1/12
February	2/3	2/9	2/16
March	3/3	3/9	3/16
April	3/31	4/6	4/14
May	4/28	5/4	5/12
June	6/2	6/8	6/16
July	6/30	7/6	7/14
August	8/4	8/10	8/17
September	9/1	9/7	9/15
October	9/29	10/5	10/12
November	11/3	11/10	11/17
December	12/1	12/7	12/15

(We can accept ad copy in most file formats: jpeg, tif, gif, bmp)

The Blotter

Sponsoring . . .

We like to think that we're a bargain as sponsorees go. We do our 7000 copy, 16 page run each month for only \$3500. (Our editor, publisher and contributors are all volunteers; our only expenditures are the printer's bill, shipping and mailing expenses, and small stipends to our delivery people.)

All Right, How Much Do You Want?...

Sponsorship Levels (or, "Some of Our Favorite Drinking Writers" List)

"John Kennedy O'Toole" Level - \$10,000

Your color logo in our "Sponsors' Row" for **24** consecutive issues (*\$2040 value*)

Your ad on our NEW website (*under construction; due in June*)

Your logo placed on promotional materials, including posters, postcards, brochures, flyers

Your company's promotionals displayed on information table at Blotter events

Email blasts during promotional periods

20 T-shirts (*\$200 value*)

Your company listed as reference in grant submissions and foundation requests

Tax – deductible amount: \$7760

"Dorothy Parker" Level - \$5,000

Your color logo in our "Sponsors' Row" for **12** consecutive issues (*\$1020 value*)

Your ad on our NEW website (*under construction; due in June*)

Your logo placed on promotional materials, including posters, postcards, brochures, flyers

Your company's promotionals displayed on information table at Blotter events

Email blasts during promotional periods

10 T-shirts (*\$100 value*)

Your company listed as reference in grant submissions and foundation requests

Tax – deductible amount: \$3880

The Blotter

“Charles Bukowski” Level - \$2,500

Your color logo in our “Sponsors’ Row” for **12** consecutive issues (*\$1020 value*)

Your ad on our NEW website (*under construction; due in June*)

Your logo placed on promotional materials, including posters, postcards, brochures, flyers

Your company’s promotionals displayed on information table at Blotter events

Email blasts during promotional periods

10 T-shirts (*\$100 value*)

Your company listed as reference in grant submissions and foundation requests

Tax – deductible amount: \$1380

“Edna St. Vincent Millay” Level - \$1,000

Your color logo in our “Sponsors’ Row” for **6** consecutive issues (*\$510 value*)

Your ad on our NEW website (*under construction; due in June*)

Your logo placed on promotional materials, including posters, postcards, brochures, flyers

Your company’s promotionals displayed on information table at Blotter events

Email blasts during promotional periods

5 T-shirts (*\$50 value*)

Your company listed as reference in grant submissions and foundation requests

Tax – deductible amount: \$440

“Ken Kesey” Level - \$500

Your color logo in our “Sponsors’ Row” for **3** consecutive issues (*\$255 value*)

Your ad on our NEW website (*under construction; due in June*)

An official **Blotter** t-shirt (*\$10 value*)

Tax – deductible amount: \$265

“Shirley Jackson” Level - \$250

Your color logo in our “Sponsors’ Row” for 1 issue (*\$85 value*)

Your ad on our NEW website (*under construction; due in June*)

An official **Blotter** t-shirt (*\$10 value*)

Tax – deductible amount: \$155

“Jack Kerouac” Level - \$125

Your color logo in our “Sponsors’ Row” for 1 issue (*\$85 value*)

Your ad on our NEW website (*under construction; due in June*)

Tax – deductible amount: \$40

The Blotter

What Your Sponsorship Would Help Us Do...

- **Increase our print run from 7000 to 10,000 or more;**
- **Increase our size from 16 pages monthly to 24; and**
- **Reach new markets, and increase coverage in our current ones.**
We currently appear in six cities: Raleigh / Durham / Chapel Hill, Wilmington, Charlotte and Asheville in North Carolina, and Athens and Atlanta, GA; and the states of Kansas, Louisiana, Massachusetts, Minnesota, Mississippi, Ohio, Texas, and Washington. We'd like to expand into other markets throughout the South and Southeast: Nashville, TN.; Richmond, Charlottesville and Roanoke, VA.; Columbia and Charleston, S.C.; for example.
- You can also choose to support our **Education Project**, teaching the craft of writing to students between 8 and 14 years old, using writing workshop blogs, local radio stations and writing competitions. Ask for our separate **Education Sponsorship** info package.

What Do We Get in Return?...

- **Tax credits. We are a 501-c-3 nonprofit, registered in North Carolina. We'll provide your accountants with whatever documentation they'll need at tax time each year.**
- **Visibility, and credibility, in the "college town" demographic (i.e. young and well-educated, with disposable income but lots of skepticism about conventional advertising).**
- **It'll look good in your press releases.**

The Blotter

What our Readers are Saying . . .

The Blotter is the kind of thing you casually thumb through over a coffee break, and you walk away from the coffee break like a computer that's been rebooted. Everything is clear and makes sense again. And the artwork! I am the type of person that doesn't know art from tar, and yet when I see the stuff in the magazine, I think, "Wow, that's really good. And weird. And I see connections to other forms of media. And the content feels composed and yet spontaneous. And I'm sensing a musky flavor, with a hint of oak." Also, the Dream Journal contains the most accurate depiction of dreams I have ever witnessed: the strange yet logical segues, the hidden meanings that are only hinted at. I read the journal and feel as though I have just woken up. In conclusion, **The Blotter** is one of those necessities that you never knew you needed until you had your needs filled by it.

- Jamie Allen



The Blotter is dear to my heart because it represents the alternative zines that we need in all communities. As a poet, artist, and person with an extensive background in publishing, I commend **The Blotter** for sticking to their mission and staying involved in the community. I have found **The Blotter** to be a great place to showcase my artwork. So many people told me that they saw my paintings in **The Blotter**; the exposure was great!

- Wendy Kowalski, Wilmington, North Carolina

I'm a subscriber to **The Blotter**. For me, the magazine's appeal is in the diversity of writing and art it features. Motorcycles sculpted from wicker one month, then toned and solarized portraits another, and - in the current issue - boldly simple pen-and-ink monochrome line-art. If I weren't a subscriber, I'd pick up each issue just to find out what's inside. I've checked out a local gallery and framing shop based on seeing their ad in **The Blotter**. I've written another advertiser that I already frequented to thank him for his support of a great community resource. Those who plan to publicize a regional event of interest to the arts community should definitely consider **The Blotter**. P.S. - I save every issue right next to my record player.)

- Josh McIntyre, Raleigh, North Carolina

The Blotter

What our Readers are Saying . . .

The Blotter feeds my brain when I'm hungry for "NO MORE OF THE SAME! The stories keep me sane - none of which are plain. Taste the yummy **Blotter** - mmm tasty!"

- Taz Halloween

I take my literature like my coffee: high test, not decaf; like my burritos: caliente, not mild; and like my hikes: deep into the wild, not on the beaten path. I look for the same in a lit journal. Sure, you can find good, solid writing in a host of other mags, but sometimes you need something more risky. You'll find a variety of genres (some as yet un-named) and styles in **The Blotter**, but you can count on each piece to take a few risks, to dare you to lean over the railing, to reach through the bars and pet that beast. Thank you, staff of and contributors to **The Blotter**. You make going to my mailbox worthwhile.



- Ron Cooper, Ocala, Florida

The Blotter is a dedicated publication consistent in entertaining readers daily at bus stops, waiting lines, and coffee shops, while some lucky copies are taken home where they are snuggled in a cozy corner. **The Blotter**, on a monthly basis, provides for local readers and writers what the New Yorker has dedicated fans yearning for every week. Human creativity at work, working for those interested in spending their time wisely. Not to mention the artwork section, which comes as a visual nod to a more silent art form, an art form that I practice and applaud **The Blotter** for supporting. Their publication stands alone in the creativity and entertainment it offers.

- Jonathan Blackwell, Lineaist Artist

The Blotter

What our Advertisers are Saying . . .



"We're longtime advertisers in **The Blotter** because we like supporting a forum for writers and artists. Also, we think **Blotter** readers would make good Carrburritos customers!"

*- Owner, Carrburritos,
Carrboro, North Carolina*

Glamoore Productions LOVES the **BLOTTER**. Privileged to be part of the first issue photo shoot and continued close communication with the start up crew through the years. We personally know 100s of people that read **Blotter** every month for the latest in visual and verbal entertainment. Don't miss an issue!

- Stephanie Moore, Glamoore Productions



"My dream is to capture the culture of arts for posterity, that's why I advertise with **The Blotter**."

*- "Mouse", Owner & Manager, The Cave,
Chapel Hill, North Carolina*

"Thank you for the consistently accurate and professional service. You have made advertising in your creative and fun publication easy and pleasing. The community benefits from your efforts."

- Howard Shareff, DDS

Contact: Marty Smith, m_k_smith@yahoo.com 919-286-7760

The Blotter

- Any money spent on **The Blotter Magazine, Inc.**, a 501(c)3 non-profit organization, is **tax-deductible**.

For more information, contact

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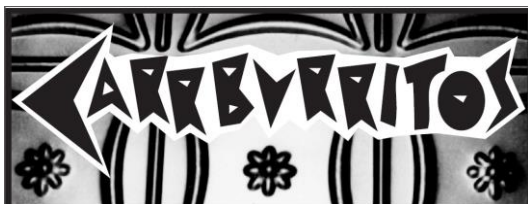
Redken • Paul Mitchell • Rusk

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