

Event Marketing



**We Build Community:** At Qcitymetro, that's not just a slogan. Everything we do is designed to bring people together. Over the past 10 years, we've cultivated an audience of African American readers with discretionary income. Let us work to deliver that audience at your next event. You'll quickly find out why some of Charlotte's top companies and cultural organizations turn to Qcitymetro to reach our target demographic. ([click here to view reader demographics.](#))

**BASIC**

**\$900/yr**

Save \$300

- ✓ 6 Featured Events
- ✓ Events Slider\*<sup>1</sup>
- ✓ Morning Brew Newsletter\*<sup>2</sup>
- ✓ Social Media Promotion\*<sup>3</sup>
- ✓ Weekend Events Newsletter\*<sup>4</sup>

**UPGRADE**

**\$2,850/yr**

Save \$600

- ✓ 12 Featured Events
- ✓ Events Slider\*<sup>1</sup>
- ✓ Morning Brew Newsletter\*<sup>2</sup>
- ✓ Social Media Promotion\*<sup>3</sup>
- ✓ Weekend Events Newsletter\*<sup>4</sup>
- ✓ 6 Emails

**PRO PLAN**

**\$6,700/yr**

Save \$1200

- ✓ 24 Featured Events
- ✓ Events Slider\*<sup>1</sup>
- ✓ Morning Brew Newsletter\*<sup>2</sup>
- ✓ Social Media Promotion\*<sup>3</sup>
- ✓ Weekend Events Newsletter\*<sup>4</sup>
- ✓ 12 Emails
- ✓ 12 Weeks of Banner Ads\*<sup>5</sup>

<sup>1</sup> Event sliders appear on the Home Page and most Story pages on QCityMetro.com. <sup>2</sup> Each event would receive three mentions in the Morning Brew newsletter. <sup>3</sup> Each event would be receive two social media promotions. <sup>4</sup> Your event will be promoted in the What's Happening Charlotte newsletter the Thursday before your event. <sup>5</sup> Banner ads may be use at any time during the contract period to promote selected events.