



CLT Guide

MEDIA KIT

WWW.CLTGUIDE.COM

About Us

CLTGuide is a locally owned media company that aims to provide a full resource guide for the city of Charlotte. We believe valuable news, information, guides, and resources shouldn't be hidden behind a paywall. We love exploring and creating content for this amazing city and diversity is important to us when highlighting some of the best small businesses and restaurants across all parts of Charlotte! We also look to put our audience to use in helping solve some of the city's biggest concerns such as homelessness. Providing value to our residents, businesses, and city will always be at the forefront of all of our decision making!

SOCIAL MEDIA STATISTICS

160,000+ CHARLOTTE SOCIAL FOLLOWERS



82.2K

FOLLOWERS



39,043

FOLLOWERS



31K

FOLLOWERS



6,607

FOLLOWERS

3 MILLION

VIEWS LAST MONTH
ON IG

2 MILLION +

VIEWS LAST MONTH
ON FB

15 MILLION

TIKTOK VIEWS ON
#CLTGUIDE

2,900

ACTIVE EMAIL
SUBSCRIPTIONS

(704)386-8705 • cltguide@gmail.com

7845 Colony Rd, Ste C4, Charlotte, NC 28226

AUDIENCE REACH



32% MALE

68% FEMALE

40% (25-34 YEARS)

30% (35-44 YEARS)

16% (45-54 YEARS)

AGES

2.9%

ENGAGEMENT RATE
(HIGHEST IN CHARLOTTE MEDIA)
(1.2% CUMULATIVE ENGAGEMENT
RATE FOR TOP 5 CHARLOTTE
MEDIA)

Advertising, Partnerships & Other Pricing Options

Check out our advertising, partnership, and other pricing options. We will be more than happy to talk with you and workout a plan that is beneficial for all involved!

Individual Advertising Options*



*If you do not wish to choose the yearly partnership route, these individual options are only available 3 times a year.

*Complimentary product/service will also be provided by the business prior to review.

Socials & Newsletter

- \$200
 - Posts across all of our social channels (100,000+ followers)
- \$200
 - Organic Reel on Instagram + Youtube upload
- \$150
 - Organic Tik Tok + Youtube upload
- \$50
 - Instagram & Facebook story with a link to desired website
- \$100
 - Small Business or Restaurant feature on Newsletter
- \$150
 - Host a giveaway on our page (giveaway amount must be \geq \$100) in value

Website

- \$100
 - Event Listing on CLTGuide.com for 30 days
- \$100
 - Job Listing on CLTGuide.com for 30 days, post on our LinkedIn, & a place in our weekly newsletter
- \$100
 - New Restaurant feature on CLTGuide.com for 6 months

Monthly Partner Benefits - \$1,000

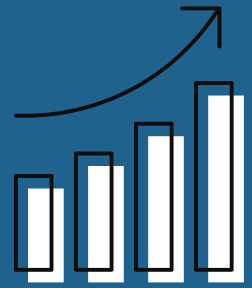
- Your business's logo on our website for 30 days.
- 2 posts across our social channels spaced 2 weeks apart (Instagram, Twitter, etc.)
- One story a week on Instagram.
- Logo in newsletter each week of the month under our Partners section.
- Your events listed on our website.
- Your business featured on our newsletter, weekly event posting, and under any other applicable spots.
- Add any job or position openings on our website and Instagram if applicable to you.

Yearly Partner Benefits - \$9,000

- Your business's logo on our website for one year under #CLTGuide section.*
- 12 posts across our social channels (Instagram, Twitter, etc.)
- Up to one story a week on Instagram.
- Logo in newsletter each week of the year.
- Your events listed on our website.
- We are open to other assistance as a yearly partner.

*Only 8 yearly sponsor spots available - one for each spot under our #CLTGuide section. An image of your choice is highlighted and that will lead to an Instagram writeup of your business that will stay on there for an entire year.

Bundle Discounts for Maximum Exposure



Restaurants: Post across all socials with our own images with IG/FB story swipe up, Spot on food reviews section on website forever, Newsletter restaurant highlight.

Bundle Deal - \$300 (normally \$400)

Small Businesses: Post across all socials, small business IG highlight stays pinned 30 days, Spot on small business section on website forever, newsletter small business highlight.

Bundle Deal - \$300 (normally \$450)

Events: Post across all socials, event listing on website for 30 days, Monday events story blast that stays pinned in IG highlights all week, newsletter event feature with image.

Bundle Deal - \$250 (normally \$350)