



CoastalReview.Org's Sponsor Spotlight

Your sponsorship message will reach thousands of readers each day through CoastalReview.Org.

WHAT IS CRO? CoastalReview.Org, or CRO, is a daily, online news service covering the North Carolina coast.

WHO PRODUCES IT? CRO is published by the North Carolina Coastal Federation, a 501(c)(3) nonprofit dedicated to protecting and restoring the North Carolina coast.

THE NEED CRO launched in February 2012 to fill the growing gap in credible reporting on coastal issues as newsrooms across the state reduced their reporting teams.

THE TEAM Led by Editor Mark Hibbs and Assistant Editor Jennifer Allen, both veteran journalists formerly with the *Carteret County News-Times*, CRO draws on the expertise of more than ten experienced reporters and freelancers statewide who cover breaking stories by assignment.

AWARDS CRO is a recognized leader in coastal news coverage and an accredited member of the N.C. Press Association. CRO has won over 100 State Press Awards from the NC Press Association, including eight first place awards in 2021.

CIRCULATION CRO stories receive statewide and sometimes worldwide circulation, with top readership in Raleigh, Charlotte, Atlanta, Washington D.C., Virginia Beach, New York, and of course the coast, including Wilmington, Morehead City, and the Outer Banks.

OUR READERS CRO readership is growing by leaps and bounds, increasing more than 50% in 2020 to reach more than 760,000 readers. Google Analytics reports CRO readers have above average education and affluence levels, with interests in:

- News & Politics
- Food, Dining & Cooking
- Banking & Finance
- Animals
- Outdoor Recreation
- Travel
- Real Estate
- Business
- Home & Garden

Put Your Business in the Sponsor Spotlight with:

- Premium placement in all stories, reaching over 63,000 readers each month (based on 2020 readership):
 - One month: \$1,000 or
 - Three months: \$2,500
- Space is limited to two sponsors per month—every sponsor will get prime placement.
- Promotional space is story-width and can include an approved headline, square logo or image, 45 words of promotional text, and a link to website.



For more information, contact Catherine Snead at catherines@nccoast.org, or visit www.nccoast.org/SupportCRO to get started.