

▶ 2022 Media Kit



INSIDE

www.CorneliusToday.com

December 2021 • VOLUME 17 NUMBER



Hot properties

Home sales around
Lake Norman

Pages 22-28

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INSIDE

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June 2021 • VOLUME 19 NUMBER 6



Fathers Day

Advice from the Modern Dad

Page 30

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Doing what no
other local
publications
have done for
20 years!

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www.businesstodaync.com

Cornelius TODAY

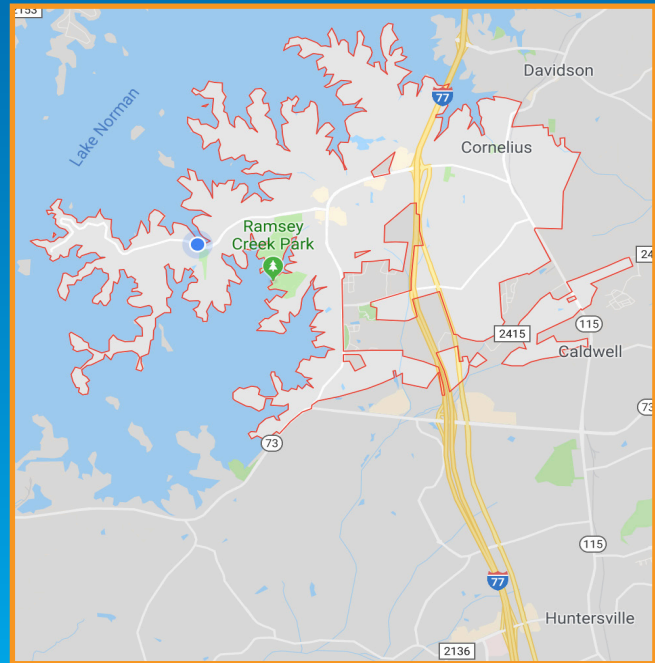
Business 19 Years Today

Your • Target • Market

Due to the global pandemic, in April 2020 Cornelius Today and Business Today merged into a single print publication but remain two publications online.

Cornelius Today remains a unique local monthly news publication covering the affluent and historic Town of Cornelius.

- Hand-crafted stories of human interest, politics, and development
- Features about local residents
- Town Hall news and information
- Extensive local event coverage
- Business news and updates
- Real Estate listing/sales information
- Unmatched reader involvement



Special Delivery

Cornelius Today is hand-delivered to mailboxes, never thrown. We're not tossed on driveways only to be driven over.

Powerful Statistics

Population.....	31,211 (world population review)
Median Household Income.....	\$90,542 (world population review)
Median House Value.....	\$437,500 (realtor.com)
Rate of Home Ownership.....	68.5% (world population review)

Fast Growth

Unlike some areas in the region, Cornelius is enjoying rapid growth and expansion, making it an attractive venue for your company’s branding and marketing:

- The number of housing units built in the last 20 years has increased ten-fold
- Annual population growth rate was 1.55%
- Median age is 41.3
- 35.67% have a Bachelors Degree

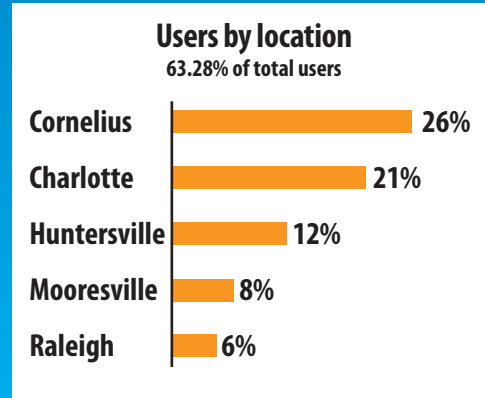
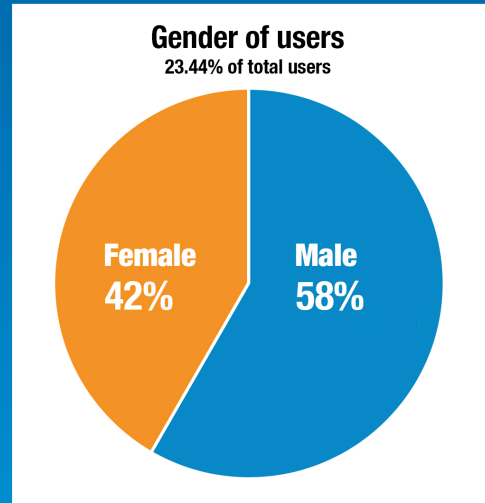
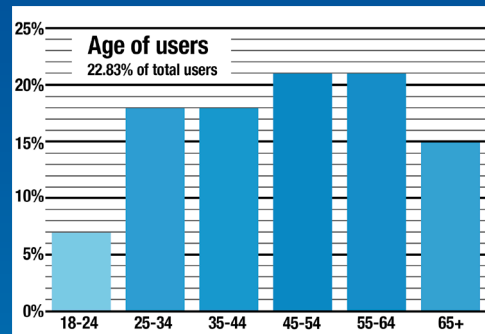
Who We Reach/How We Reach

- Cornelius Today distributes more than 16,500 copies monthly
- Mailed to every resident of 28031 via US Postal Service
- Bonus distribution: Restaurants, Town Hall, the Chamber of Commerce, coffee shops
- **Online:** corneliustoday.com and businesstodaync.com average more than 40K unique visitors a month

Demographics

Google Analytics data for
corneliustoday.com

Jan. 1 - Dec. 31, 2021



► 2022 Advertising Due Dates

Note: Dates are subject to change

CR = Camera Ready | DD = Drop Dead Date

January Issue

CR: Dec. 27
DD: Dec. 28

April Issue

CR: March 28
DD: March 30

July Issue

CR: June 27
DD: June 29

October Issue

CR: Sept. 26
DD: Sept. 28

February Issue

CR: Jan. 31
DD: Feb. 2

May Issue

CR: April 25
DD: April 27

August Issue

CR: July 25
DD: July 27

November Issue

CR: Oct. 31
DD: Nov. 2

March Issue

CR: Feb. 28
DD: March 2

June Issue

CR: May 30
DD: June 1

September Issue

CR: Aug. 29
DD: Aug. 31

December Issue

CR: Nov. 28
DD: Nov. 30

Email camera ready files to: **production.todaypubs@gmail.com**

Digital Specs and Policies

- Cornelius Today/Business Today is printed on newsprint. All Camera-Ready ads should be CMYK and sent as Adobe PDFs with all fonts embedded. Electronic files for in-house ad creation may be sent as EPS, TIF or PDF format. We also accept Photoshop, Illustrator and InDesign files.
- All photography must be high resolution; 300 dpi or greater JPEG or PDF files. Digital photography preferred.
- Publisher, Microsoft Word, Excel, Power Point or Word Perfect file formats ARE NOT accepted for ad art.

Cancellations: Two-week notice to withdraw from next edition via email.

Billing: Invoices due on receipt; new customers must pre-pay.

For your convenience, we accept payment by check or Visa or Mastercard, with a 2 percent processing fee. Credit card transactions require card number, exp. date, CVC code, street number of billing address and ZIP code.

► We covered some big news in 2021



MAY 14: Cain Center for the Arts breaks ground

SEPT. 8: Board approves Olde Mecklenburg Brewery mixed-use project



OCT.: Potts Barber Shop designated a historical landmark

NOV. 1: United Community Bank acquisition of Aquesta





2022 Rate Card

Print	12x	9x	6x	3x	OPEN
Double Truck	\$1,298	\$1,385	\$1,470	\$1,557	\$1,730
Full Page	\$780	\$832	\$885	\$935	\$1,040
3/4 Page	\$630	\$675	\$715	\$755	\$840
Island	\$570	\$608	\$645	\$685	\$760
1/2 Page	\$548	\$585	\$620	\$655	\$730
3/8 Page	\$410	\$435	\$465	\$490	\$545
1/4 Page	\$295	\$315	\$335	\$355	\$395
1/8 Page	\$155	\$168	\$178	\$190	\$210

Online	12x	9x	6x	3x	OPEN
Web Link	\$155	\$168	\$178	\$190	\$210
Web Banner	\$200	\$215	\$225	\$240	\$265
Web Video	\$260	\$280	\$295	\$315	\$350
Newsletter Sponsorship	\$200	\$215	\$225	\$240	\$265

Position fee: Add 15% for premium position placement including: Back Cover, Inside Back Cover, Double Truck.

COMBO DEAL!

Combine print and online ads for a 5% discount

BUNDLE DEAL!

Advertise on both corneliustoday.com and businesstodaync.com and get the second video/banner/link for half price!

DESIGN HELP!

We can assist in the creation of your ad free of charge.

For more information contact

Jason Benavides
Creative Director

704-895-1335

production.todaypubs@gmail.com

or

Gail Williams
Sales Director

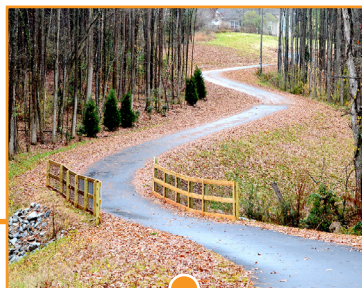
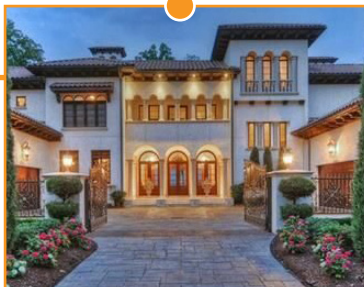
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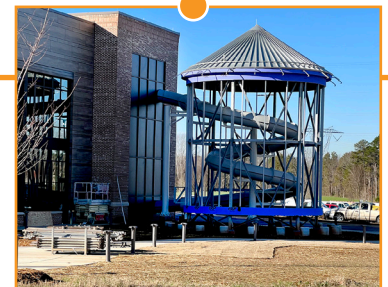
NOV. 2: Election Day ends with 4 challengers elected to Town Board

NOV. 29: Lakefront mansion transacts at \$7 million



DEC. 11: McDowell Creek Greenway officially opens Phase 2

2022: Northern Regional Rec Center scheduled to open March 2022



Advertise Your Business in Print...

Cornelius Today is distributed monthly to the 28031 zip code

Common
ad sizes
include...

Town will consider no to tackle workforce housing

BY TONYA RIVENS
An affordable workforce housing committee appointed by Mayor Woody Washburn is calling for the formation of a community development corporation to manage through the issues surrounding those workers and retirees who can't afford to live in Cornelius. A CDC would look for options and resources to help provide rental assistance for Cornelius families and households currently in rent burdened circumstances.

Other short-term actions include:

- Obtaining resources and expertise to expand availability of transitional housing assistance for individuals and families needing a bridge between homelessness/ emergency housing and permanent affordable housing.
- Expand and grow the incentive pay for town employees to encourage them to live in the town where they serve.

Over the past 30 years, the town's population has grown tenfold while



the number of jobs has doubled. Put another way, there were twice as many jobs in Cornelius as there were residents in 1990.

"Today there are almost three times as many residents as there are jobs," according to the Mayor's Housing Study Committee.

'Drastic' reduction in housing opportunities

A shortage of homes creates challenging dynamics. One thousand two hundred people live and work in Cornelius today,

while 12,000 people live in Cornelius but work elsewhere, according to the report. Imagine the impact on traffic if more people lived and worked here.

"The result of these dramatic population changes and related rise in housing costs has been a drastic reduction in housing opportunities and increase in cost burdens for Cornelius residents," the report states.

Indeed, a third of households renting a dwelling in Cornelius are paying more than 30 percent of

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ceive funding from public and private sources.

Structurally, a CDC has a contractual relationship with the town. According to Michelle Horsvorn, who presented the housing committee report to the Town Board, there are funding sources that will support CDCs but will not get money from outside sources without a plan. The goal is to launch the CDC in 2022 and build community consensus on a long-range Cornelius comprehensive housing plan by July 2022, Horsvorn said.

The Town Board is expected to take up the establishment of a CDC at their Jan. 18 meeting.

A river ran through it

BY TONYA RIVENS
During the holidays, you may have heard the words, "Over the river and through the woods to Grandmother's house we go; the horse knows the way to carry the sleigh through the white and drifted snow."

The song was originally a poem published by Lydia Maria Child in 1844 and she was referring to her own childhood memories.

Naïves of Cornelius often say "over the river" when they cross the Catawba River from Mecklenburg to Lincoln County on Hwy. 73.

Prior to the Great Flood of 1916, the Catawba River was used mainly for agriculture. Torrential rain and two hurricanes within a week's time in July of 1916 caused massive flooding.

More than 80 people died, hundreds of homes, businesses, roads, and railways were destroyed. The total cost of the damage was estimated at \$450 million—more than \$10 billion today.

The Catawba contains the most major dams of any North Carolina river.

By 1940, 10 dams backed up the lakes along the Catawba. Lake Norman was built in the 1950s.

Local history

During the 1960s, Cornelius native Wib Overcash, who is in his 90s, sold 72 acres to Duke Power for about \$200 an acre. An acre of lake-front property is worth in the millions today.

Homes, bridges, mills, cemeteries, schools, churches, and an airplane are at the bottom of the Lake. The original cemeteries of Hunters Chapel Episcopal Church, currently Hunters Chapel United Methodist Church, Cornelius Family and M.E. Zion were moved to higher ground.

Gladys Henderson, a 78-year-old member of Hunters Chapel, says that she remembers their original church was an old wooden building with holes in the floor. It was heated



Houses submerged near Lookout Shoals in Catawba County / Duke Energy Archives

by a pot belly stove.

"We were surrounded by water and trees and the Holy Spirit was always present during church service," Henderson says.

For the annual Homecoming, church members used wooden planks to make picnic tables for people to eat on.

"We didn't move to the lake; the lake came to us."

Top lake town

Today, Lake Norman is the largest man-made lake in the state with miles of shoreline.

MSN Lifestyle put Cornelius at 5 on the list of 10 best lake towns in the United States. MSN Reporter Clara Appelbaum says Cornelius is an "awesome lake town."

"For city slickers, Cornelius, North Carolina, is the perfect town to enjoy lake living without sacrificing big city amenities. Located only half an hour from the bustle of Charlotte, Cornelius borders one of the most beautiful lakes in North Carolina, Lake Norman. While you're there, check out Jetton Park, a beautiful 104-acre park on the lake, or enjoy a cold beer at one of the many local breweries in the area."

Prior to Lake Norman, residents of Lincoln County and nearby areas would take Hwy. 16 to Beatties Ford Road, which is now John Connor Road in Cornelius, for the best route to Trade and Tryon in Charlotte.

Five miles of Beatties Ford is now under Lake Norman. But many natives continue to travel "over the river" to visit relatives, shop, worship and have fun.

Tonya Rivers is a multi-skilled journalist and is currently heard on Streets 103.3/100.5 FM, blogs at tonyarivers.com.



1/8 page (horizontal)
\$210 / month



Marcus

of my current district was undemocratic and in violation of their own criteria," said Marcus. She believes that the courts will reject the new maps because they violate the Voting Rights Act and the NC Constitution.

"However, litigation will take time. In the meantime, I am weighing my options for the next election cycle, deciding how I can best serve my constituents."

If Marcus decides to run, she would face incumbent Republican Vickie Sawyer from Iredell County. That potential race has brought mixed reactions from local officials.

NC House District 98

Little change occurred in the state house districts meaning incumbent John Bradford will run again in 98 which includes Cornelius.

November ballot

Besides the usual offices for which elections are held every two years, the ballot next November will include a number of positions which were postponed from this year due to the late arrival of census data, including all positions for the Charlotte-Mecklenburg Schools Board of Education.

rdball:

office holders

Sen. Sawyer for a few have a good relationship said Davidson Mayor

gent concern is that district of this district in 4 of Iredell County, not ang. Being a neighbor to

has been something traced and there have will continue to be many

lative opportunities of us. However, we are in waters with our relationship of Iredell County, it's and how this plays out for he said.

regional District

publican side, the 13th District will be the to watch," said Republican subject Andy Yates. "We

ella, Cawthorn and Bentarella is a three-term

the mayor; Matthew currently represents the regional District and

ntley is a former county

ner. The new district, as from the Charlotte area

includes north and west

ing County, as well as

leveland, Rutherford, Polk,

and Burke counties

observers believe it was

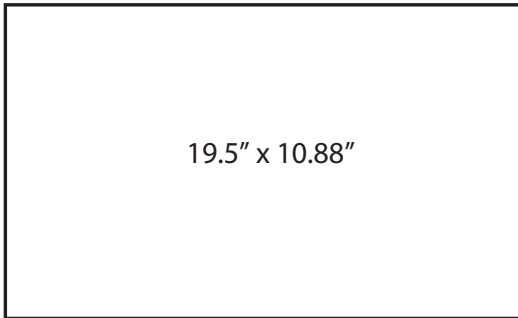
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1/2 page (vertical)
\$730 / month

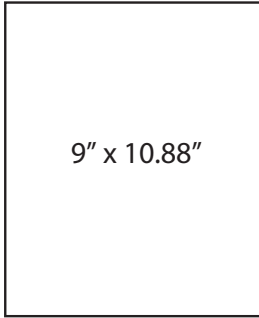
Ad Sizes

Please note the change in ad sizes from previous years

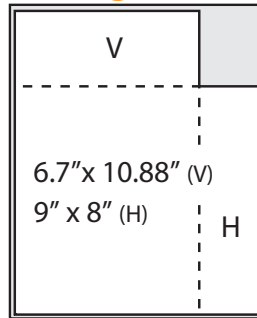
Two page spread (Double-truck)



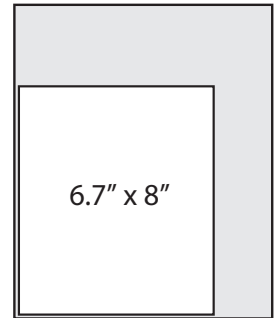
Full Page



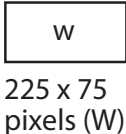
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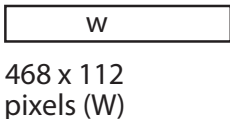
Island



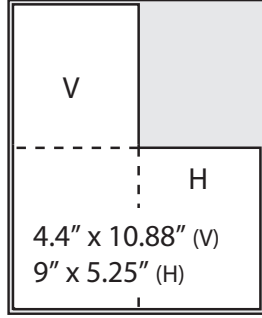
Web Link



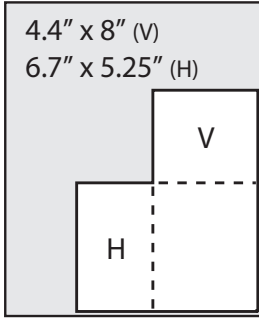
Web Banner



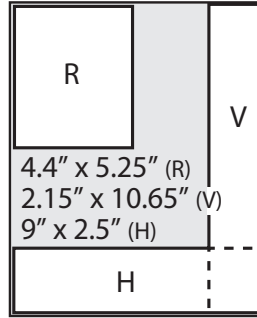
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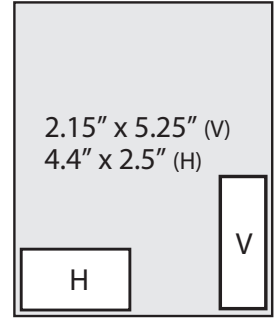
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1/4 Page



1/8 Page



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Website traffic averages over 40K unique visitors a month

Cornelius
TODAY

SoundOff!
SINCE 2004

SEARCH

Search

HOME SOUND OFF! CORNELIUS NEWS DAVIDSON NEWS CONTACT US! MEMBER LOGIN RECORDS ONLINE BACK ISSUES



Cornelius artist lands ASC commission in Mint Hill

Jan. 6. Cornelius resident Meredith Connelly has been commissioned to create artwork expressly designed to welcome residents and visitors to a new 90.6-acre park in Mint Hill. The public artwork is expected to be completed in spring 2023. Connelly will work with residents and community stakeholders to create an impactful artwork that is integrated into the site [...]

Continue Reading Post a comment Cornelius News

FEATURED POSTS



With omicron spreading fast, few rapid test kits available

Jan. 4. By Dave Yochum. So, your throat is sore and you have the sniffles. Is it COVID-19? Or a cold? "COVID is so prevalent now that you should assume you have it if you have symptoms," Dr. David Priest, Novant Health's chief epidemiology officer, said during a pandemic briefing this morning on Zoom. The [...]

Town will consider non-profit to tackle workforce housing crisis

Yochum. An affordable/workforce housing crisis. Many Washam is calling for through the issues

LATEST POST

Zillow's Hottest Markets 2022



Now says Charlotte home prices continue to soar in 2022

The Southeast and Sun Belt, including Raleigh and Charlotte, are among the hottest real estate markets in the United States, according to Zillow. The hottest in 2022 will be Tampa, followed by Jacksonville, Fla., Raleigh, San Antonio. According to Zillow, Charlotte home values will rise 21 percent

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video/banner/link
for half price!

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\$350 / month
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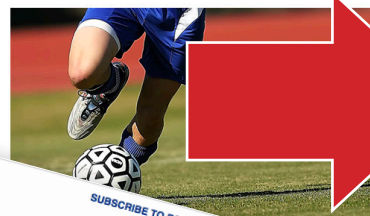
Web Banner
\$265 / month / per site

Web Banner
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Web Banner
\$265 / month / per site

Upcoming EVENTS

Weekly planner Jan. 3-9: Find some fitness options



Recent Posts

Police chase downtown called off, but suspects apprehended

Balmy weather for New Year's

Web Link
\$210 / month

Web Link
\$210 / month

Web Link
\$210 / month

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Our daily E-Blast goes out 5 days a week to over 4,000 subscribers

Cornelius TODAY

Today's Newsletter is brought to you by Your name here,
Your name here, Your name here, Your name here, Your
name here, Your name here and Your name here

Thursday, March 11

Modern Dad

Things Jon Show learned about family, the dog and himself since the concept of social distancing was foisted upon us one year ago this month.



The business of moving forward, together

As we start to manage COVID-19 there are several ways we may have to adjust and adapt, again, and move forward together.

Many lessons were taught in local Black barber shops

Black barber shops are a critical part of the African American story nationwide as well as Cornelius.



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