



WINSTON-SALEM JOURNAL

The Winston-Salem Journal's Kraft Wrap Guide was distributed in every Newspaper on October 1st. Featured a fairgrounds map, grandstand entertainment, parking information and more.

Circulation: approximately 30,000.



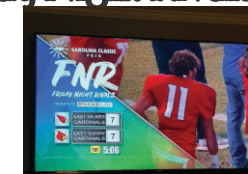
Partnerships & Services – WSTA



6 Weeks - 391,800 impressions, per bus
3 Trans Aid Rears, for 6 weeks is a total of =
1,175,400 impressions



Partnerships & Services – Friday Night Rivals



Twin City Media



Carolina Classic Fair Partnership with Twin City Media to produce an NIL partnership with Wake Forest Basketball players Andrew Carr and Damari Monsanto. The promotion ran on social media & WXII.