

# WEBSITE DISPLAY ADVERTISING REQUIREMENTS AND DEADLINES

# Our State

CELEBRATING NORTH CAROLINA

Mailing Address:  
PO Box 4552  
Greensboro, NC 27404

Street Address:  
800 Green Valley Road, Suite 106  
Greensboro, NC 27408

Tel. (336) 286-0600  
or (800) 948-1409  
Fax (336) 286-0100

## Website Display Advertising

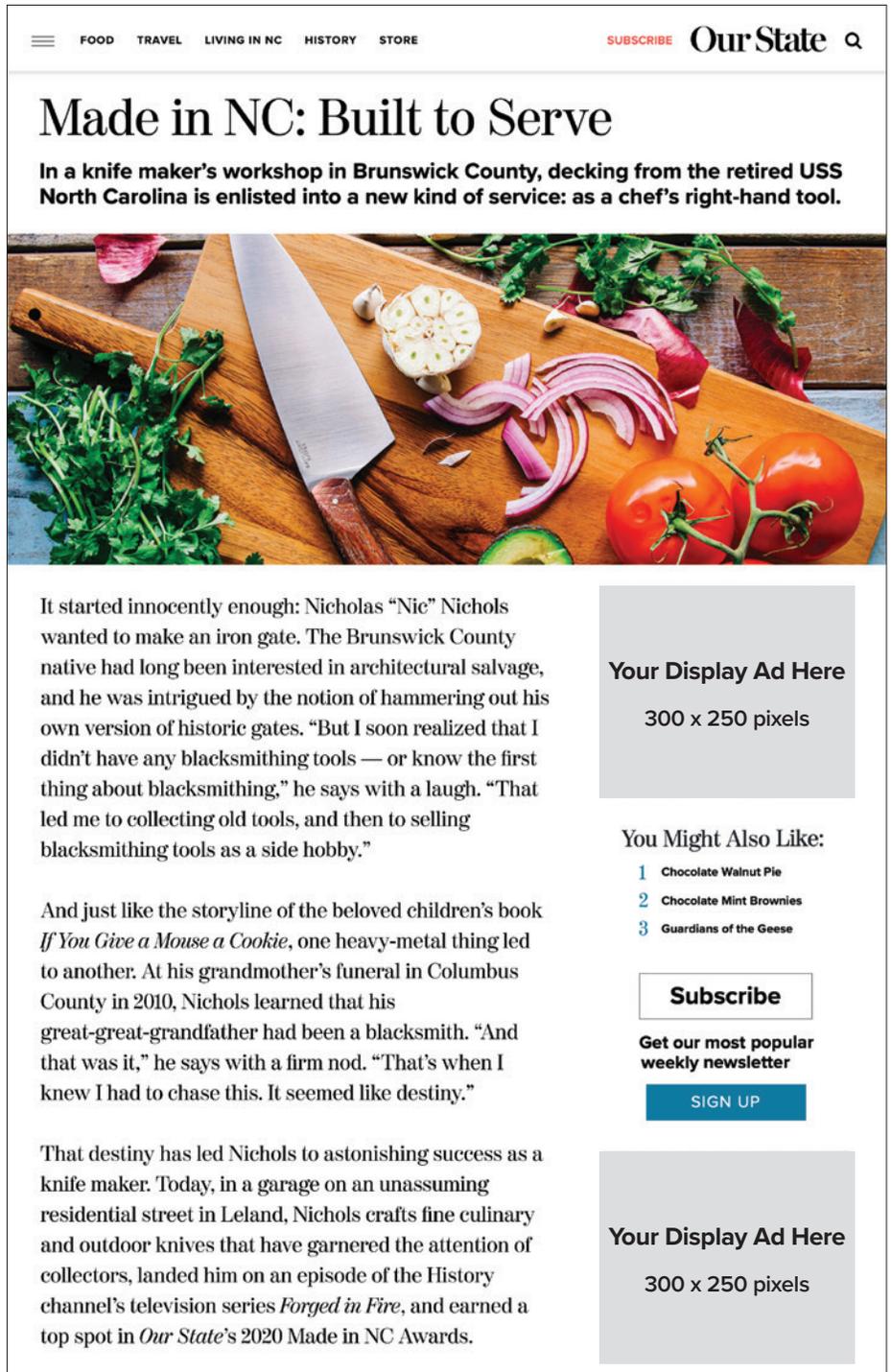
- Digital Ad - 600 x 500 pixels; .jpg  
*Please note: image size is optimized for high-density (retina) display. Ad will display at 300 x 250 pixels.*
- Click-Through URL

## Material Submission

Email: ads@ourstate.com

## Material Deadline

Materials are due 3 weeks prior to the website display advertising start date.



The screenshot shows the Our State website interface. At the top, there is a navigation menu with categories: FOOD, TRAVEL, LIVING IN NC, HISTORY, and STORE. A 'SUBSCRIBE' button and the 'Our State' logo with a search icon are on the right. The main content area features a large article titled 'Made in NC: Built to Serve'. The article's sub-headline reads: 'In a knife maker's workshop in Brunswick County, decking from the retired USS North Carolina is enlisted into a new kind of service: as a chef's right-hand tool.' Below the text is a photograph of a wooden cutting board with various fresh ingredients: a large chef's knife, sliced red onions, a halved garlic bulb, fresh parsley, and two whole red tomatoes. To the right of the article, there is a grey box labeled 'Your Display Ad Here' with '300 x 250 pixels' below it. Below that, a section titled 'You Might Also Like:' lists three items: 1. Chocolate Walnut Pie, 2. Chocolate Mint Brownies, and 3. Guardians of the Geese. Further down is a 'Subscribe' button, followed by the text 'Get our most popular weekly newsletter' and a blue 'SIGN UP' button. At the bottom right, another grey box labeled 'Your Display Ad Here' with '300 x 250 pixels' is visible.

FOOD TRAVEL LIVING IN NC HISTORY STORE

SUBSCRIBE Our State

## Made in NC: Built to Serve

In a knife maker's workshop in Brunswick County, decking from the retired USS North Carolina is enlisted into a new kind of service: as a chef's right-hand tool.

It started innocently enough: Nicholas "Nic" Nichols wanted to make an iron gate. The Brunswick County native had long been interested in architectural salvage, and he was intrigued by the notion of hammering out his own version of historic gates. "But I soon realized that I didn't have any blacksmithing tools — or know the first thing about blacksmithing," he says with a laugh. "That led me to collecting old tools, and then to selling blacksmithing tools as a side hobby."

And just like the storyline of the beloved children's book *If You Give a Mouse a Cookie*, one heavy-metal thing led to another. At his grandmother's funeral in Columbus County in 2010, Nichols learned that his great-great-grandfather had been a blacksmith. "And that was it," he says with a firm nod. "That's when I knew I had to chase this. It seemed like destiny."

That destiny has led Nichols to astonishing success as a knife maker. Today, in a garage on an unassuming residential street in Leland, Nichols crafts fine culinary and outdoor knives that have garnered the attention of collectors, landed him on an episode of the History channel's television series *Forged in Fire*, and earned a top spot in *Our State's* 2020 Made in NC Awards.

Your Display Ad Here  
300 x 250 pixels

You Might Also Like:

- 1 Chocolate Walnut Pie
- 2 Chocolate Mint Brownies
- 3 Guardians of the Geese

Subscribe

Get our most popular weekly newsletter

SIGN UP

Your Display Ad Here  
300 x 250 pixels