

AUTOMOTIVE ADVERTISING RATES

The News & Observer
Effective November 30, 2009

Dollar Volume Contracts – ROP & Zones^{1, 2, 3}

Rates based on 6-Columns

Rate Level	Annual Minimum Expenditure	The N&O Full Run ROP 6-Column Inch Rate			N&O Full Run ROP 6-Column Line Rate ⁴	Zone ROP ^{5,6,7} 6-Column Inch Rate North, Southeast, West FRIDAY	Community Newspapers	
		Mon-Thurs & Weekend Section	Friday & Saturday	Sunday			Inch Rate	Line Rate
1	Open	\$42.07	\$43.41	\$52.38	\$3.74	\$13.19	\$13.01	\$0.93
2	\$1,000	\$32.94	\$34.92	\$41.43	\$2.96	\$9.11	\$9.85	\$0.70
3	\$2,000	\$30.18	\$31.99	\$37.95	\$2.71	\$8.79	\$9.20	\$0.66
4	\$4,000	\$28.53	\$30.29	\$35.88	\$2.56	\$8.57	\$8.71	\$0.62
5	\$7,000	\$27.08	\$28.76	\$34.06	\$2.43	\$8.36	\$8.49	\$0.61
6	\$10,000	\$26.24	\$27.86	\$32.99	\$2.36	\$8.14	\$8.42	\$0.60
7	\$15,000	\$25.38	\$26.96	\$31.84	\$2.27	\$7.94	\$8.34	\$0.60
8	\$20,000	\$24.37	\$25.88	\$30.58	\$2.18	\$7.79	\$8.22	\$0.59
9	\$30,000	\$23.29	\$24.72	\$28.90	\$2.06	\$7.62	\$8.05	\$0.58
10	\$40,000	\$22.44	\$23.71	\$28.00	\$2.00	\$7.59	\$7.62	\$0.54
11	\$50,000	\$21.60	\$22.69	\$27.11	\$1.94	\$7.55	\$7.49	\$0.54
12	\$75,000	\$21.05	\$22.24	\$26.69	\$1.91	\$7.51	\$7.36	\$0.53
13	\$100,000	\$20.74	\$21.90	\$26.30	\$1.88	\$7.48	\$7.22	\$0.52
14	\$150,000	\$20.33	\$21.46	\$25.90	\$1.85	\$7.44	\$7.08	\$0.51
15	\$225,000	\$20.12	\$21.24	\$25.65	\$1.83	\$7.41	\$7.00	\$0.50
16	\$300,000	\$19.82	\$20.72	\$25.38	\$1.81	\$7.41	\$7.00	\$0.50
17	\$400,000	\$20.52	\$20.52	\$24.96	\$1.78	\$7.41	\$7.00	\$0.50
18	\$500,000	\$19.24	\$20.31	\$24.77	\$1.77	\$7.41	\$7.00	\$0.50
19	\$600,000	\$19.02	\$20.16	\$24.58	\$1.76	\$7.41	\$7.00	\$0.50
20	\$700,000	\$18.79	\$20.00	\$24.39	\$1.74	\$7.41	\$7.00	\$0.50
21	\$800,000	\$18.64	\$19.75	\$24.27	\$1.73	\$7.41	\$7.00	\$0.50
22	\$900,000	\$18.45	\$19.56	\$24.03	\$1.72	\$7.41	\$7.00	\$0.50
23	\$1,000,000	\$18.27	\$19.36	\$23.79	\$1.70	\$7.41	\$7.00	\$0.50

Cars.com - Base Inventory Package¹

Inventory	Used	New
0-15	\$399	\$450
16-30	\$599	\$450
31-60	\$899	\$450
61-100	\$1,199	\$600
101-150	\$1,599	\$850
151-200	\$1,999	\$1,025
201-250	\$2,399	\$1,150
251-300	\$2,699	\$1,275
301-350	\$2,999	\$1,400
351-400	\$3,299	\$1,500
401-450	\$3,599	\$1,600
451-500	\$3,899	\$1,700
501-550	\$4,299	\$1,800
551-600	\$4,599	\$1,900
601-650	\$4,899	\$2,000
651-700	\$5,199	\$2,100
701-750	\$5,499	\$2,200
751-800	\$5,799	\$2,300
801-850	\$6,099	\$2,400
851-900	\$6,399	\$2,500
901-950	\$6,699	\$2,600
951-1000	\$6,999	\$2,700

- 1 All ROP rates reflected are net.
- 2 Dollar volume contracts may not be fulfilled with a single insertion.
- 3 Frequency discounts are available for modular ads sizes. See your account executive for details.
- 4 Multiple day volume discounts are available for line ads ordered to run consecutive days in any given week as follows: 2 days 10%; 3 days 15%; 4 days 20%; 5 days 25%; 6 days 30%; 7 days 40%. Discounts applied to calendar week of Monday-Sunday.
- Ads running skip days are discounted according to the number of ads in any given week. Ads that cross over calendar weeks will be discounted according to the days in each week.
- 5 Minimum zoned ad size is four (4) column inches unless ad is being repeated from full run.
- 6 Zoned Rates are for individual retail advertisers. Instate (multi-sig) zoned advertising will be charged zoned open rate.
- 7 Two zones, same section, maximum per day (one color charge per section for zoned color ads).

1 To calculate the cars.com rate for a dealer or group location, add these two numbers:

- 1) Their typical number of Used vehicles in stock.
- 2) Their typical number of New vehicles in stock.

The sum of these two numbers is the dealer's monthly cars.com rate. Both figures are always included to determine the rate, even if the dealer doesn't want to send all or any of their used or new inventory to cars.com.

Note: Dealer's inventory volumes will be evaluated every 6 months at the end of March and September. We will use the trailing 6 month average to determine if a change in rate is needed. Significant volume changes in the dealer's inventory during any month can trigger a rate change.

Color Pricing

An additional charge for including color on any ad insertion in The News & Observer will be administered as a percentage of the per insertion charge associated with the cost of the ad. For ad insertions in our community newspapers, an additional base charge of \$50 plus a percentage of the per insertion charge associated with the cost of the ad will be administered.

N&O, Friday Zone.....15%

Community Newspapers.....\$50 base plus 15%

Online

Your ad can run on newsobserver.com for a flat fee. Line ads for individual car listings appear on cars.com for 60 days. Display ads appear on newsobserver.com/ads/ for 7 days.
Liner ads.....\$39
Display ads.....\$100

Additional Cars.com Services

Cars.com Dealer Specials

Used Car Specials		New Car Specials	
Inventory	Dealer Specials	Franchise*	Rate
0-15	\$249	1st	\$599
16-30	\$299	2nd	\$499
31-60	\$399	3rd	\$399
61-100	\$499		
101-150	\$599		
151-200	\$699		
201-250	\$799		
251-300	\$899		
301-350	\$999		
351-400	\$1,099		
401-450	\$1,199		
451-500	\$1,299		
501-550	\$1,399		
551-600	\$1,499		
601-650	\$1,599		
651-700	\$1,699		
701-750	\$1,799		
751-800	\$1,899		
801-850	\$1,999		
851-900	\$2,099		
901-950	\$2,199		
951-1000	\$2,299		

* Ford/Lincoln/Mercury, Pontiac/Buick/GMC, and Chrysler/Jeep/Dodge are sold as single units.

Cars.com Power Positions

Tier 1 Rate	Tier 2 Rate	Tier 3 Rate	Tier 4 Rate
\$499	\$399	\$299	\$199
Honda	Acura	Cadillac	Hyundai
Toyota	Mercedes-Benz	Chrysler/Plymouth	GMC
Chevrolet	Dodge	Mitsubishi	Subaru
Ford	Lexus	Infiniti	Porsche
Nissan	BMW	Audi	Land Rover
	Volkswagen	Lincoln/Mercury	Saturn
	Mazda	Pontiac	Buick
	Jeep	Volvo	All Others

The DMA is divided into four zones. Within each zone an advertiser can purchase the Leaderboard and/or Skyscraper ad position for both Used and/or New.

Other Online Products

Secure Credit Application	\$249.00
Mobile DealerSite	\$300.00
Video Showcase	\$200.00
Dealer Web Site - Basic	\$299.00
Dealer Web Site - Enhanced	\$399.00
New Leads Plus (per lead)	\$20.00
HotDeals (per car, per day)	\$3.50

All rates are monthly unless otherwise noted.

Cars.com Reverse Publishing Pre-owned Specials

Number of Cars	Rate Per Car
1	\$25.00
25	\$21.50
50	\$18.00

Discounts are available when purchasing multiple products. See your account executive for details.

Advertising published at these rates is subject to all terms and conditions of The News & Observer's current rate cards to the extent not inconsistent herewith.