

AUTOMOTIVE ADVERTISING RATES

The News & Observer
Effective August 17, 2009

Dollar Volume Contracts – ROP & Zones^{1, 2}
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 ³	Zone ROP ^{4, 5, 6}		Community Newspapers ⁷	
		Mon-Thurs & Weekend Section	Friday & Saturday	Sunday		6-Column Inch Rate North, Southeast, West FRIDAY		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

1 All ROP rates reflected are net.

2 Dollar volume contracts may not be fulfilled with a single insertion.

3 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.

4 Minimum zoned ad size is four (4) column inches unless ad is being repeated from full run.

5 Zoned Rates are for individual retail advertisers. Instate (multi-sig) zoned advertising will be charged zoned open rate.

6 Two zones, same section, maximum per day (one color charge per section for zoned color ads).

7 Includes The Cary News, The Chapel Hill News, The Durham News, Eastern Wake News, Garner Clayton Record, The Herald, Midtown Raleigh News, North Raleigh News and Southwest Wake News. All publish on Wednesday; The Chapel Hill News also publishes on Sunday; The Durham News also

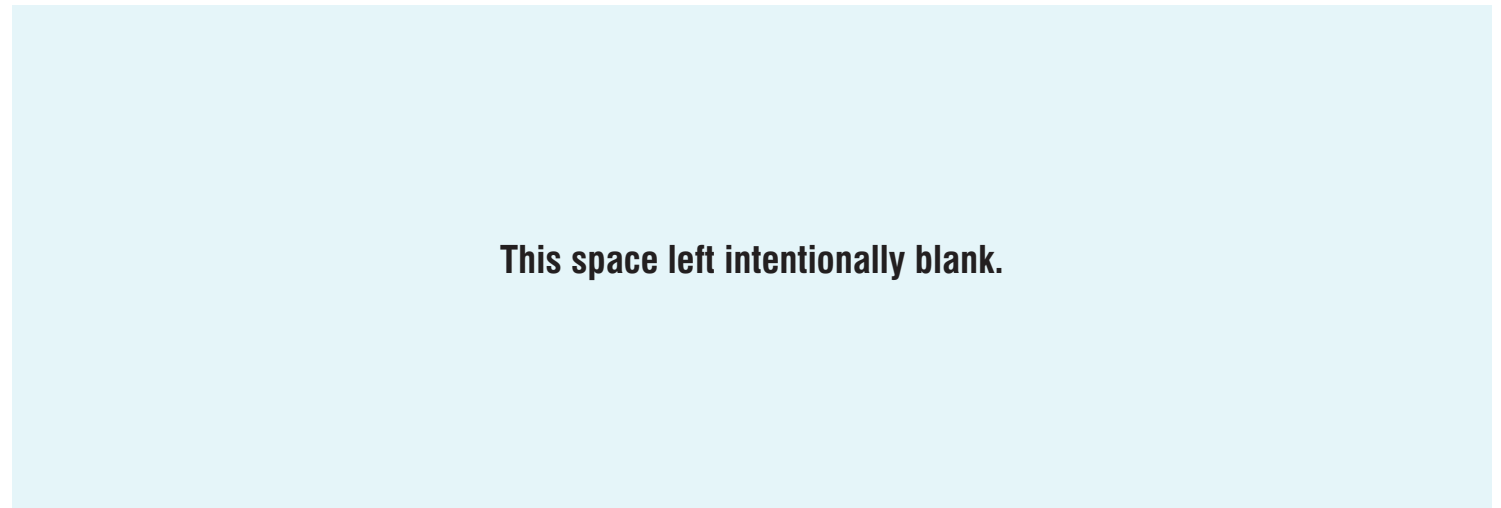
Color Pricing

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:

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

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:

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



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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.