

# Business

North Carolina Technology Stocks Personal Finance

The screenshots show the newsobserver.com website interface. The top section includes navigation links for Community papers, triangle.com, Moms, Jobs, Cars, Homes, Rentals, and a subscription link. Below this is a banner for Coral Bay Marina. The main content area features a 'Business' section with market data for Dow, Nasdaq, and S&P 500. A featured article titled 'Rough year for entrepreneurs' is highlighted, discussing venture capital challenges. Other sections include 'ask the expert', 'eHarmony' advertisement, and 'Most Popular' stories.

**Average monthly section traffic:  
552,000 page views**

newsobserver.com reaches:

- 57% of Triangle area adults that are business owners/partners/corporate officers.
- 48% of Triangle area adults that have invested in CDs/IRAs/401(k)s.
- 57% of Triangle Area Adults that influence the purchase of office equipment.

(Media Audit – Raleigh-Durham. 2008)

newsobserver.com



knowing is better



## Why Advertise Online?

Last year, 133.1 million individuals, nearly four-fifths of US Internet users, shopped online and nearly two-thirds of US Internet users, made at least one online purchase.\* Shoppers also use the internet to aid them with their buying decisions. 89% of buyers do research online before making their purchase offline in their local area.\*\*



## Why newsobserver.com?

Newsobserver.com readers are loyal and rely on our family of Web sites to keep them up to date on the latest news, to view and respond to our blogs and forums, for local entertainment options and to find advertising for local businesses.

70% of our online users return to the site within 3 days and many visit multiple times each day, giving your marketing message the valuable, repetitive exposure it needs. Advertising is one of the top reasons consumers turn to newspaper Web sites, with 62% saying that's a reason they visit.

Newsobserver.com can reach customers 24/7 – both at home and at work. Your ad will drive these local consumers directly to your Web site and your business. In fact, research shows that 46% of consumers take action after viewing ads on a local newspaper Web site. This includes making a purchase, going to a store or conducting research. That's more than those who take action after viewing ads on a local television Web site; local magazine site, a user review site or a portal.

Source: Omniture Site Catalyst, 2008; NAA's 2006 Consumer Usage of Newspaper Advertising, conducted by MORI Research; Online Publishers Association, 2008

\*emarketer, May 2008

\*\* Comscore

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The screenshot shows the newsobserver.com homepage with sections for Business, Technology, Personal Finance, and more. It includes a stock market summary, a 'Rough year for entrepreneurs' article, and several advertisements.

## Exclusive Section-Front Advertising

Secure an exclusive Big Box ad fixed on the section front of Business. With premium placement on the section front of Business, Big Box ads are designed to create top-of-mind awareness for the advertiser, support branding campaigns and drive readers to an advertiser's website.

Save money by running 7 consecutive days.

# of Days	Weekday Rate	Sat. or Sun. Rate
1	\$175.00	\$122.50
2-3	\$158.00	\$110.00
4-7	\$149.00	\$104.00
8-15	\$140.00	\$98.00
16-30	\$123.00	\$86.00
30+	\$114.00	\$79.00
<b>7 Consecutive Day Rate: \$810.00</b>		

Average daily impressions: Weekdays=3,100 Sat./Sun.=2,000

Add 30% for 300x600 banner size option.

- Banner Creation included
- Banner clicks through to advertiser website.

## CPM Campaigns

Business Channel: 552,000 average page views per month

Business Sub-Section	Monthly Traffic
Personal Finance	4,835
Stocks	36,010
North Carolina	28,931
Technology	9,330

728x90

300x100

## Run of Channel

For more flexibility, create your own impression campaign to run throughout the Business Channel.

Size	728x90	300x250	160x600 or 300x600	300x100
CPM*	\$18.40	\$20.00	\$23.40	\$11.40

## Targeted Channel

Provides the maximum level of targeting allowing you to pick any sub-section of Business to target your message.

Size	728x90	300x250	160x600 or 300x600	300x100
CPM*	\$25.95	\$28.50	\$33.30	\$15.85

\*N&O Dollar Volume contract advertisers earn a lower rate

All online campaigns apply towards fulfillment of N&O Dollar Volume contracts.