

# SET YOUR DRAG AND COCK YOUR HAMMER; SOMETHING BIG IS HAPPENING!

## THE NEWS & OBSERVER'S CAROLINA OUTDOORS DELIVERS THE OUTDOORSMEN LIKE NOBODY ELSE!

Catch the eye of folks who are hunting and fishing by advertising every week in Carolina Outdoors, a part of the Thursday Sports section. Here readers find timely and accurate information to plan their weekend forays. Local experts give outdoorsmen relentless coverage from the Gulf Stream to mountain streams. Afield or afloat, The News & Observer delivers outdoorsmen coverage in an unprecedented fashion.



**PUBLICATION DATE:**  
*Thursdays*

**SPACE and COPY DEADLINES:**  
*Monday prior to run date at 5pm*

### Did you know?

**The Raleigh-Durham DMA is an ideal boating, fishing and hunting market:\***

- Nearly one-quarter of all North Carolina boat registrations are in the Raleigh-Durham DMA
- Wake County residents have more boat registrations than any other county in North Carolina.
- One-quarter of all hunting and/or fishing licenses are held by residents within the DMA
- Wake County residents hold nearly 61,000 hunting and/or fishing licenses-more than any other County in North Carolina-25,000 MORE than the second place county.

**The News & Observer is an ideal place to reach outdoorsmen:\*\***

- In print and online, the daily News & Observer reaches 506,200 adults.
- 154,000 of these readers went boating, camping, fishing or hunting in the past 12 months.
- 203,400 adults read Carolina Outdoors every week.

\*NC Wildlife Resources Commission as of 5/26/10

\*\*Scarborough Research, Raleigh-Durham DMA, October 2008-September 2009

For more information about advertising, call your N&O Account Executive:

Raleigh/Cary: 919-836-5600, 800-736-2602,

Chapel Hill/Durham: 919-932-2000,

Eastern Wake County: 919-269-6101,

Smithfield: 919-934-2176

Visit [www.newsobserver.com/advertising](http://www.newsobserver.com/advertising) for more information about The N&O's products.



# OUTDOOR ADVERTISING RATES

Effective December 28, 2009

Outdoor rates apply only to businesses that concentrate on the hunting, fishing and boating industries. This includes but is not limited to charter boats, boat dealers, marinas, gun shops, hunting, fishing and camping stores and manufacturers and distributors of equipment used in the sports of hunting, fishing and boating.

## Outdoor Advertising, Display Inch Rates<sup>1</sup>

Frequency	Column Inch Rates			
	Thursday Outdoor Pages	Preview/Repeat in SPORTS section only		
		Mon, Tues, Wed	Friday & Saturday	Sunday
Open rate	\$33.47	\$33.47	\$36.75	\$42.04
13 weeks	29.30	33.47	36.75	42.04
26 weeks	25.32	33.47	36.75	42.04
52 weeks	21.55	33.47	36.75	42.04

<sup>1</sup> These rates are only available on the Outdoor pages in the Sports section of The News & Observer. Preview/repeat ads must run within five days of the Thursday Outdoor ad.

## Full Color Rates<sup>2</sup>

Ad Size	Color Rates	
	Open	Contract 13x, 26x or 52x
20" or less	\$400	\$320
20.5" to 40"	500	400
40.5" to 126"	572	458

<sup>2</sup> No color on Marketplace pages

## Non-Repeat Crossover & Non-Sports Repeat Rates<sup>3</sup>

	Non-Repeat Crossover	Repeat into Non-Sports Sections (PCI)	
		Repeat	Extended Repeat
Weekday	\$74.97	\$37.49	\$18.74
Saturday	79.61	39.81	19.90
Sunday	94.27	n/a	n/a

<sup>3</sup> Based on \$10,000 DVOL. NO contract credit given - contract credit given for Outdoor Sports pages ONLY.

## Marketplace Page Rates (2" Ad Size)<sup>4</sup>

Frequency	Per Column Inch
Open rate	\$75.50
13 weeks	53.42
26 weeks	45.45
52 weeks	31.55

<sup>4</sup> A single ad size of 1.5" x 2" is available, all ad sizes are the same, and all ads are grouped

The following rates apply to ads running in the Classified section of the newspaper:

## Outdoor Advertising Line Rates, All Classifications (2 line minimum)

Frequency - Discount	Weekly Volume Discount*						
	Open Rate	2 Days 10%	3 Days 15%	4 Days 30%	5 Days 25%	6 Days 30%	7+ Days 40%
Open rate	\$3.00	\$2.70	\$2.55	\$2.40	\$2.25	\$2.10	\$1.80
6 weeks - 15%	2.85	2.57	2.42	2.28	2.14	2.00	1.71
13 weeks - 25%	2.70	2.43	2.30	2.16	2.03	1.89	1.62
26 weeks - 35%	2.55	2.30	2.17	2.04	1.91	1.79	1.53
52 weeks - 50%	2.25	2.03	1.91	1.80	1.69	1.58	1.35

\* 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.

## Community Newspapers

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

Liner		
Frequency	Base Rate	Per line rate
Open	\$5.00	\$2.08
6 weeks	5.00	1.30
13 weeks	5.00	1.25
26 weeks	5.00	1.18
52 weeks	5.00	1.05

## Online, all Classifications except Automotive and Recruitment

- 2 line minimum
- When adding online to your print schedule, you will receive a link to add photos and additional information to your online ad.
- Online ad expires 6 days after the last day of print.

Liner		Display
Base Rate	Per Day Rate	Classified Display
\$6.50	\$0.80	\$30.00

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.