

# Corner Peels & Sliding Billboards

newsobserver.com



knowing is better

newsobserver.com

Real Estate SPOTLIGHT

Winter storm resources: New photos | Current coverage

Scrap the Lightner public safety center?

Schools remain closed today

Easley kept secret e-mail account

WEATHER STOCKS

At a glance: Triangle | Mountains | Beaches

Wed 51° | 27° Thu 48° | 32° Fri 38° | 32°

newsobserver.com

swing by Lennar now!

Before all the deals are gone!

WEATHER STOCKS

At a glance: Triangle | Mountains | Beaches

Wed 51° | 27° Thu 48° | 32° Fri 38° | 32°

**Average monthly site traffic:  
17.9 million page views**

newsobserver.com readers:

- 56% of our online readers are between the ages of 18-44.
- 86% of our online readers own their home.
- 58% of our online readers have a college degree.
- Our online readers have a median household income of \$80,404.

Source: Scarborough Research  
Raleigh-Durham DMA, October 2009 - September 2010

## Why Advertise Online?

Last year, 154 million individuals bought something online - that's 67% of the online population.\* 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.

72% 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.

Be sure to include newsobserver.com in your advertising plans.

Sources: Omniture Site Catalyst, 2010; NAA's Consumer Usage of Newspaper Advertising, conducted by MORI Research; Online Publishers Association, 2008  
\*Forrester Research, 2010  
\*\* Comscore

## Dynamic Section-Front Advertising: Corner Peels

Secure 100% of the daily traffic on our section fronts with a Corner Peel. The corner peel ad is a floating ad anchored to the corner of the page. The peel opens when the user mouses over, and closes either on mouseout or when the user clicks a link to close it leaving the teaser in the corner.

The full peeled graphic is 800px wide and 550px tall. The teaser graphic is 125 pixels tall and 100 pixels wide. On both the teaser and peeled graphics, half the ad area is used for the ad message.

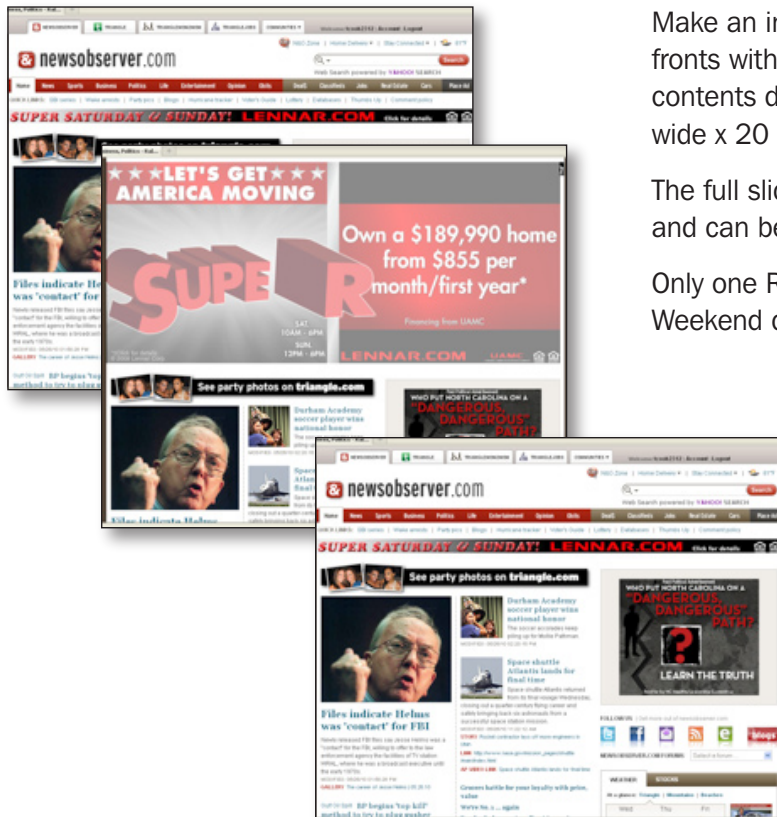
Only one Rich Media ad per page. \$250 production fee per creative. Weekend dates earn a 30% discount.



SECTION ORDERED	Daily Rates
Home Page	\$2,500
Sports Section Front	\$750
News Section Front	\$500
Business Section Front	\$500
Politics Section Front	\$500
Lifestyles Section Front	\$500
Entertainment Section Front	\$500

For a live demo, visit  
[www.newsobserver.com/static/advertising/demo/cornerpeel.html](http://www.newsobserver.com/static/advertising/demo/cornerpeel.html)

## Dynamic Section-Front Advertising: Sliding Billboards



Make an impact while securing 100% of the daily traffic on our section fronts with a Sliding Billboard. This large banner pushes the page contents down from the navigation bar. It starts as a pencil ad (972 pixels wide x 20 pixels deep) and expands when clicked on.

The full sliding billboard graphic is 972 pixels wide and 500 pixels deep and can be replayed by clicking on the ad at the top of the page.

Only one Rich Media ad per page. \$250 production fee per creative. Weekend dates earn a 30% discount.

SECTION ORDERED	Daily Rates
Home Page	\$2,500
Sports Section Front	\$750
News Section Front	\$500
Business Section Front	\$500
Politics Section Front	\$500
Lifestyles Section Front	\$500
Entertainment Section Front	\$500

For a live demo, visit  
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