

# THE DURHAM NEWS

thedurhamnews.com

## 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.\*\*

The image displays two screenshots of the The Durham News website. The top screenshot shows the homepage with a main headline 'Keep up with the wintry weather' and several news articles, including 'City putting form over function' and 'NCCU band to honor Haiti today'. The bottom screenshot shows a specific news article titled 'She keeps Durham beautiful' by David Elstein, with a sub-headline 'Dorthea Pierce was a Peace Corps volunteer in the Philippines and still remembers how little waste was thrown away.' The article text describes her work with 'Keep Durham Beautiful' and mentions a survey of 500 residents. The website layout includes navigation menus, weather forecasts, and various advertisements such as 'PRESELLING NOW' and 'Save Hundreds on Your Auto Insurance'.



## Why TheDurhamNews.com?

Research shows that more consumers trust advertising on local newspaper Web sites than any other local media Web sites or portals. Even more significant, more consumers take action on ads on local newspaper Web sites than any other site. What can be more local than reaching consumers in your own backyard? Community news, information and advertising from local businesses are why thousands of readers turn to TheDurhamNews.com each month and why your advertising plan should include this powerful medium to help grow your business.

**Average monthly site traffic:  
31,600 page views**

**85% of Greater Triangle adults have Internet Access.**

- Of these,**
- 80% shopped online in the past 12 months**
- 74% made a purchase online in the past 12 months**

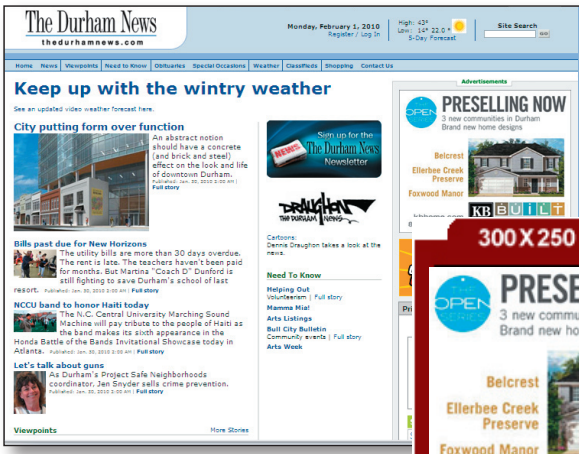
Source: Scarborough Research, Durham, Johnston, Orange and Wake Counties, October 2009 - September 2010

Source: Online Publishers Association, 2008

\*Forrester Research, 2010

\*\* Comscore

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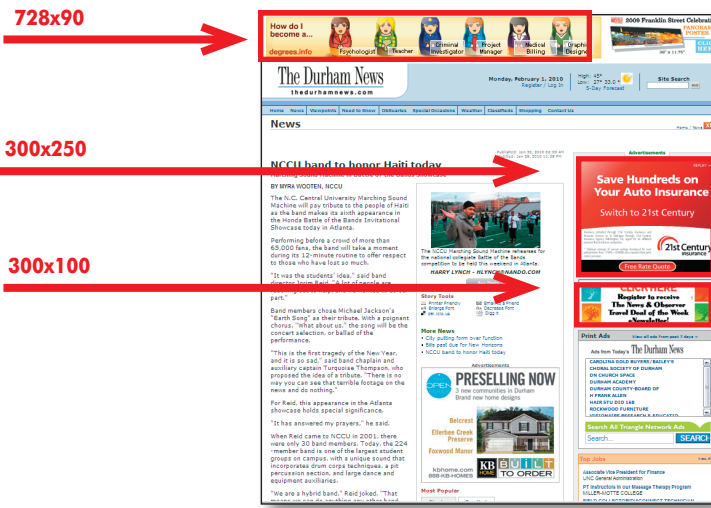
Secure an exclusive Rectangle or Ruler ad fixed on the home page of TheDurhamNews.com for seven days. With premium placement on our homepage, these ads are designed to create top-of-mind awareness for the advertiser, support branding campaigns and drive readers to an advertiser's website.

**Limit 1 advertiser per week**  
**Average weekly impressions: 1,300**

- Banner creation included
- Banner clicks thru to advertiser website.

Rectangle - 300x250	\$100 per week
Ruler - 300x100	\$60 per week

## CPM Campaigns



For more flexibility, purchase a 728x90 leaderboard or 300x250 rectangle or 300x100 ruler ad on TheDurhamNews.com

Ad Size	Location on Site	CPM
Leaderboard - 728x90	Top of inside pages	\$11.00
Rectangle - 300x250	Every page*	\$12.00
Ruler - 300x100	Every page	\$9.00

- Banner creation included.
- Banner clicks thru to advertiser website.

\*Rectangle ads will only run on the home page if an exclusive position is not sold that week.

## Sample Advertising Campaigns



## Budget: \$175/Month

Have a limited budget? There are plenty of options for an effective online campaign. Here's what \$175 will buy:

- Option 1:**
- Exclusive home page rectangle ad for one week
  - 8,300 run-of-site ruler impressions throughout the month
- Option 2:**
- Exclusive home page ruler ad for one week
  - 9,600 run-of-site rectangle impressions throughout the month
- Option 3:**
- 15,900 run-of-site leaderboard impressions throughout the month