

# Durham & Orange Counties Shared E-mail Blast



Efficiently reach new potential customers in your area by e-mailing your message straight to their inbox. Promote special sales and offers while driving traffic to your Web site and/or store.

SAMPLE

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|---|--|--|
| <p>Special Offers for <a href="http://newsobserver.com">newsobserver.com</a> Registered Users</p> <p><b>Durham &amp; Orange Counties Specials</b></p> <p>Special Offers for <a href="http://newsobserver.com">newsobserver.com</a> and <a href="http://carynews.com">Carynews.com</a> registered users.</p> <p>Click to jump to each Business:</p> <ul style="list-style-type: none"> <li>Camelot Treasures</li> <li>Beer, Bourbon &amp; BBQ</li> <li>Home's Furniture</li> <li>Pat &amp; Bob's Antiques</li> <li>Lucky 32 Kitchen &amp; Wine Bar</li> <li>Senior Graphics</li> <li>Concession Products</li> <li>WISD Art Academy</li> <li>Curiosity, Curious</li> <li>Paint Your Pot</li> <li>North Creek</li> <li>Milos Taverna</li> <li>Beau's Pub Mobile</li> <li>Paopazzi Italian Grille</li> <li>Cary Towne Center</li> </ul> |  |  |
| <p><b>Nettle Creek</b></p> <p>SAVE \$25 to \$200 PER WINDOW On Our Most Popular HunterDouglas Window Fashions!</p> <p>Nettle Creek Furniture &amp; Decorating<br/>3470 Kildaire Farm Rd., Cary 467-1887</p> <p>Visit our Website at: <a href="http://HunterDouglasBlindsOfCary.com">HunterDouglasBlindsOfCary.com</a></p>   | <p><b>LUCKY 32</b><br/>KITCHEN &amp; WINE BAR</p> <p>Honest, American seasonal cuisine.</p> <p>75 wines by the glass</p> <p>7307 Tryon Rd. Cary 235-1632</p> <p>Visit our Website at: <a href="http://www.Lucky32.com">www.Lucky32.com</a></p> <p>Get Click Here to receive a \$10 Gift Voucher for your next visit!</p>   | <p><b>NOWELL'S</b><br/>CONTEMPORARY FURNITURE</p> <p>Great savings on the Triangle's best selection of contemporary furnishings for your home and office, including: Ekomes, Skovby, American Leather, Lazar, Natuzzi &amp; Dellarobbia</p> <p>900 E Chatham St. Cary NC 919-467-9224<br/><a href="http://NowellsFurniture.com">NowellsFurniture.com</a></p> <p>Stressless Consul chair &amp; Ottoman starting at \$995.</p> |
| <p><b>Paint Your Pot</b></p> <p>A Pottery Painting Studio and Party Headquarters</p> <p>\$5 OFF One Week of Pottery Camp</p> <p>1/2 OFF the Studio Fees for Regular Sessions</p> <p>Paint Your Pot<br/>1501 Hixson Crossing<br/>2755 NC HWY 55, Cary, NC 27519 353-8373<br/>Mon-Sat 10am-8pm, Sun 1pm-6pm<br/><a href="http://www.paintyourpot.com">www.paintyourpot.com</a><br/><a href="mailto:paintyourpot@earthlink.net">paintyourpot@earthlink.net</a></p>   | <p><b>BEER, BOURBON &amp; BBQ FESTIVAL</b></p> <p>Join us at The Koka Booth Amphitheatre at Regency Park for a great day of beer sippin', bourbon tastin', music listenin', cigar smokin', and barbeque eatin'!</p> <p>AUGUST 9th NOON - 6PM</p> <p>Visit our Website at: <a href="http://www.beersandbourbon.com">http://www.beersandbourbon.com</a></p> <p>Presented by: <b>MOOREA MARKETING</b></p> | <p><b>The World Wide Web Store</b></p> <p>FREE Domain Name Registration with each Website Purchase AND \$100 OFF Our Custom Websites</p> <p>Call 439-4179 and ask about our E-Blast Special!</p> <p>Or<br/>Visit Our Website at: <a href="http://WorldWideWebStore.com">WorldWideWebStore.com</a></p>  |

AD FORMAT: In order to keep the ads' look consistent across various e-mail clients (AOL, Yahoo!, etc.) several restrictions apply including: no background colors or images; one or two pieces of artwork per ad; see your Account Executive for details.

- 72% of Durham and Orange county adults have Internet access.
- 77% of these adults shopped online in the past year.
- 72% made a purchase online in the past year.
- Those who made a purchase online spent a median of \$630 in the past 12 months.
- 98% of Durham and Orange county adults with Internet access have eaten at a restaurant in the past 30 days.

Source: Scarborough Research, Oct. 2007-Sept. 2008

**The Durham News**  
[thedurhamnews.com](http://thedurhamnews.com)

**CHAPEL HILL NEWS**  
[chapelhillnews.com](http://chapelhillnews.com)

- E-mailed to approximately 18,000 newsobserver.com registered users who have opted-in to receive advertising via e-mail.
- Limited to 15 advertisers per delivery.
- Ad space can contain multiple links to your Web site.
- We provide tracking reports that show your ad's clicks, etc.

**Delivery Dates:**  
**Thursday, March 19**  
**Tuesday, May 5**  
**Thursday, June 11**  
**Thursday, August 6**  
**Thursday, November 19**  
**Tuesday, December 15**

**Just in time for:**  
**Spring**  
**Mother's Day**  
**Father's Day**  
**Tax Free Weekend**  
**Black Friday**  
**Holiday Shopping**

**Deadline:**  
**3 business days prior to delivery date**

**Cost (per e-mail delivery):**  
**Run all 6 dates: \$120**  
**Run 3-5 dates: \$140**  
**Run 1-2 dates: \$160**

**Delivery ZIP Codes:**  
**Includes all ZIP codes in Durham & Orange counties plus ZIPs in Mebane, Pittsboro and southern Person County.**

For more information or to reserve an ad, contact:  
**Andy Medlin • 919-836-5655**  
**[andy.medlin@newsobserver.com](mailto:andy.medlin@newsobserver.com)**

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 knowing is better