The New Power Brokers

As Republicans take charge of the state legislature, read a 4-page report on the people and issues that will dominate this year’s session.

COMING SUNDAY
The New Power Brokers

As Republicans take charge of the state legislature, read a 4-page report on the people and issues that will dominate this year’s session.

MORE NEWS

UPDATES ALL DAY AT NEWSOBSERVER.COM

COLLEGES SEEK TO WEAED OUT THREATS

CARY NEWS carynews.com

to greet hockey visitors

THE NEW RALEIGH NEWS

Campbell eyes ’13 for med school

University aims to break ground in the fall and train physicians for rural communities.

By Sarah Avery

CARY NEWS carynews.com

Eastern Wake News

Campbell University is streaming forward with a plan to open the first new medical school in North Carolina since its graduate 150 physicians a year, diversity which...
Distribution Center Zones and Estimated Quantities

<table>
<thead>
<tr>
<th>Zone</th>
<th>ZIPs</th>
<th>Mon.-Thurs.</th>
<th>Fri.-Sat.</th>
<th>Sun.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zone 1 HS</td>
<td>27502, 27519, 27523, 27526, 27539, 27540/27562</td>
<td>10,452</td>
<td>12,812</td>
<td>21,749</td>
</tr>
<tr>
<td>Zone 2 EWC</td>
<td>27545, 27591, 27597, 27601, 27604, 27609, 27616</td>
<td>11,149</td>
<td>12,391</td>
<td>17,383</td>
</tr>
<tr>
<td>Zone 3 DUR</td>
<td>27503/27572, 27701, 27703, 27704, 27705, 27707, 27712, 27713</td>
<td>7,355</td>
<td>8,116</td>
<td>13,287</td>
</tr>
<tr>
<td>Zone 4 CH</td>
<td>27215, 27278, 27312, 27510, 27514, 27516, 27517</td>
<td>8,768</td>
<td>9,549</td>
<td>11,974</td>
</tr>
<tr>
<td>Zone 5 WF</td>
<td>27522, 27525, 27587/27571, 27596, 27614, 27615 Henderson, Louisburg</td>
<td>14,840</td>
<td>17,009</td>
<td>26,226</td>
</tr>
<tr>
<td>Zone 6 RDU</td>
<td>27605, 27607, 27608, 27612, 27613, 27617</td>
<td>12,533</td>
<td>14,146</td>
<td>16,759</td>
</tr>
<tr>
<td>Zone 7 GARNER</td>
<td>27520, 27527, 27529-A, 27592, 27603, 27610</td>
<td>12,644</td>
<td>13,953</td>
<td>25,206</td>
</tr>
<tr>
<td>Zone 8 CARY</td>
<td>27511, 27513, 27518, 27560, 27606</td>
<td>12,496</td>
<td>14,186</td>
<td>20,291</td>
</tr>
</tbody>
</table>

1Quantities are estimates only, see your Account Executive for current quantities. Zones may not be split.
Front Page Advertising That Sells!

- Bright, bold colors that jump off the page!
- Exclusive Extra-WIDE adhesive system ensures your front page ad reaches your customer’s front door
- A “can’t miss” position for your advertising message
- New, different, creative
- Product choices to fit your advertising need
- Zoning opportunities to target YOUR market
- Now includes matching GeoTargeted online impressions on the Triangle Online Network
Front Page Ad Notes - Rates, Deadlines & Conditions

**Tab-On Ads (3” x 2.375”) + Online**

<table>
<thead>
<tr>
<th>Thousands</th>
<th>1x CPM</th>
<th>4x CPM</th>
<th>12x CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,000-49,999</td>
<td>$65.00</td>
<td>$58.40</td>
<td>$51.80</td>
</tr>
<tr>
<td>50,000-99,999</td>
<td>$59.50</td>
<td>$53.56</td>
<td>$47.62</td>
</tr>
<tr>
<td>100,000+</td>
<td>$54.00</td>
<td>$48.72</td>
<td>$43.44</td>
</tr>
</tbody>
</table>

**Tab-On Plus (3” x 2.375” - 2-sided) + Online**

<table>
<thead>
<tr>
<th>Thousands</th>
<th>1x CPM</th>
<th>4x CPM</th>
<th>12x CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,000-49,999</td>
<td>$74.00</td>
<td>$66.32</td>
<td>$58.64</td>
</tr>
<tr>
<td>50,000-99,999</td>
<td>$68.00</td>
<td>$61.04</td>
<td>$54.08</td>
</tr>
<tr>
<td>100,000+</td>
<td>$62.00</td>
<td>$55.76</td>
<td>$49.52</td>
</tr>
</tbody>
</table>

*Rates include matching Rectangle (300x250), GeoTargeted online impressions on the Triangle Online Network. Online impressions to run within 7 day, inclusive, of the Front Page Ad Note. For example, you will receive 50,000 online impressions when you purchase 50,000 Front Page Ad Notes.

**Die-Cut (Sizes Vary)**

Die-Cuts are charged a 15% premium over the Tab-On rates (one-sided printing only). To calculate this take the appropriate Tab-On CPM, multiply by the quantity required for the zone/s and then add 15%. Available shapes: automobile, circle, diamond, dollar sign, heart, popcorn bucket, octagon (stop sign), tooth

**Additional Sizes (prices available upon request)**

- Versa-Cards - 3.125” x 2”
- Versa Coupons - 3.125” x 2”
- Power Ad Booklets - 3” x 3” - 4 & 8 Panel
- Power Magnets - 2.4375” x 2.375”

**Available Sections**

- Ad notes are offered on the front page of all sections listed below, each day that section publishes
- Only one ad note per section, per day is offered

**The N&O**

- Main News: Sunday-Saturday
- The following N&O sections are available at a 15% discount
  - Weekend: Friday
  - Home and Garden: Saturday
  - Arts & Living: Sunday
- **Community Papers**
  - The Cary News: Wednesday and Sunday
  - The Chapel Hill News: Wednesday and Sunday
  - The Clayton News-Star: Wednesday and Sunday
  - The Durham News: Wednesday and Sunday
  - Eastern Wake News: Wednesday and Sunday
  - Garner-Cleveland Record: Wednesday and Sunday
  - The Herald: Wednesday and Sunday
  - Midtown Raleigh News: Wednesday and Sunday
  - North Raleigh News: Wednesday and Sunday
  - Southwest Wake News: Wednesday and Sunday

(see Conditions for Publication for more details)

**Space & Digital Ad Receipt Deadline**

(No production changes to ad after these dates)

- Tab-On (one-sided printing): 14 business days prior to publication date.
- Die-cut: 14 days prior to publication date
- Tab-On Plus (two-sided printing): 17 business days prior to publication date.
- Versa-Card and Versa-Coupon: 17 business days prior to publication date.
- Power ad Magnets: 25 business days prior to publication date

**Power Ad Booklets (four- or eight-panel)**

- If the ad publishes on the 1st-15th of the month, deadline is the 20th two months prior.
- If the ad publishes on the 16th-31st of the month, deadline is the 20th one month prior.

**NOTE:** If a bar code is included on the ad for scanning purposes, add one extra week to deadlines.

**PRODUCTION SPECS**

(please contact your Account Executive for specs before submitting a digital ad)

- All notes must be approved by News & Observer management, and orders are governed by terms and conditions outlined in the current News & Observer rate cards.
- Run dates are on a first-come first-served basis. Please check with your Account Executive for availability.
- All orders are considered firm and will require full payment if cancelled within 60 days of publication.
- Political advertising will be accepted – all rules governing political and issue advertising must be strictly adhered to.
- A poly-bag and post-it may run on the same day.
- Minimum quantities: (per section front, per day)
  - Tab-On, Tab-On Plus, Versa Card, Versa Coupon and Die-Cut: 25,000
  - Power Ad Booklets: 50,000
- Exceptions:
  - 100,000 are required for all ad note products on May 23, 2011; November 24-26, 2011; all Saturdays and Sundays in November and December
  - Eastern Wake News: ad notes can be run twice, on different dates, within a 30 day period to achieve the minimum quantity–otherwise they will be charged a $20 CPM premium
- Rates are per event. Ad Notes with identical creative that are ordered and printed at the same time, that will run within a 30 day period, will receive the lowest CPM rate based on the total quantity.

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,
- Clayton: 919-553-7234,
- Eastern Wake County: (919) 269-6101,
- Smithfield: (919) 836-5703