

# Here's the Deal... for women in the kN&Ow

**Coupon queens**, savvy fashionistas, fabulous foodies and women in the know all over the Triangle have met their new best friend. "Here's the Deal" is a weekly e-newsletter designed specifically to deliver word about hot deals to the growing legion of women registered as users at newsobserver.com. It's also targeted, direct marketing for a limited number of advertisers. We're building community as we reach more women, more directly. Call to join us today.

**E-mailed every Wednesday to 60,000 female registered users of newsobserver.com!**

## Advertiser Benefits

- Reach today's busy woman with your targeted advertising message at an affordable price.
- Your hot deal will be placed directly into reader's inboxes.
- Increase your Web site or foot traffic.
- Have your business associated with popular N&O bloggers such as "Coupon Queen" Sue Stock, "Frugal Feast" editor Andrea Weigl and skirt! Magazine Editor Allison Beale.
- Featured blogs include "Stylin'", "Triangle Mom2Mom" and "Deal of the Day"

## What Readers are Saying

*"Just got the newsletter while I was out running errands. It looks great, and I will look forward to it every week."* - S.Fore, Raleigh

*"I've been enjoying receiving your 'Women in the kN&Ow' newsletter, and would like advertising rates, and subscriber numbers."* - Lori, Raleigh

**Contact your N&O Account Executive at 919-836-5600**  
[heresthedeal@newsobserver.com](mailto:heresthedeal@newsobserver.com)



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## Taking Stock

with Sue Stock

### Wednesday Deals

It's just an average deals week out there. It's a good week to stock up on chicken if you have some space in your freezer and some good recipes. Shrimp and beef are also on sale in a lot of places.

It's a Pepsi week, so look for Pepsi products on sale, as well as General Mills and select Post cereals.



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Myrtle Beach, SC - Sunday Arrival Special!  
**Stay 3 nights & get the 4th FREE** when arriving on Sunday!

Valid through 5/26/10.

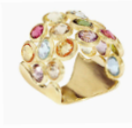
## Stylin'

with Jennifer Bringle

### Italian designer will show his jewelry

As a young boy growing up in Italy, jewelry designer Marco Bicego fell in love with jewelry-making at a young age.

Working alongside his father in the family's studio, Bicego learned the craft and honed the skills that have made him a world-famous designer.



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Starting from \$457\* for two adults.

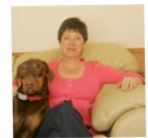
Call 800-438-5800 to reserve now!

## Man2Man

where Triangle moms connect

### I am Curious...Yellow

Yellow. Buttercups. Daffodils. Dandelions. Jaune...the French word for yellow, which is one of the few things I can remember besides, "J'aimerais un verre de votre meilleur vin rouge, s'il vous plait?" Which means "I would like a glass of your best red wine, please." When I travel, I make certain that I am well-versed in the language enough to get a glass of wine...after that, who cares?



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Durham Performing Arts Center  
**April 21 - May 16**  
[Click Here for Early Bird Ticket Offer](#)

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For a limited time...  
**Get \$10 off every \$50 you spend**



Also, enter to "Win Free Shoes For A Year"!

## Deal of the Day

Sign up to receive this e-newsletter at [newsobserver.com/heresthedeal](http://newsobserver.com/heresthedeal)

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# RATES

## The Mini Deal

Limited to 4 advertisers per week



**A NEW MUSICAL**  
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Durham Performing Arts Center  
April 21 - May 16  
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For a limited time...

**Get \$10 off every \$50 you spend**



Also, enter to **"Win Free Shoes For A Year"!**

Mini Deal Rates	
# of Weeks	Price per Week
1-3	\$350
4-6	\$325
Buy 7, Get 1 FREE	

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## The Big Deal

Limited to 3 advertisers per week

Ad Dimensions:  
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- Logo
- Offer
- Contact info
- Link to your Web site



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RESORT & SPA

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**OCEANS ONE RESORT**

Myrtle Beach, SC - Sunday Arrival Special!  
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Valid through 5/26/10.

Big Deal Rates	
# of Weeks	Price per Week
1-3	\$650
4-6	\$600
Buy 7, Get 1 FREE	