

# Interactive Media

ADVERTISING RATES  
Effective December 27, 2010



newsobserver.com



edition: 10.31.11

The collage features several overlapping screenshots of local media websites. At the top is newsobserver.com with a navigation bar and a headline about a 'Couple's Best' story contest. Below it is a Yahoo! homepage showing trending news items like Sandra Bullock and Fat Joe. The bottom section shows triangle.com with a 'Top Five' event list, a Groupon advertisement for 'Raleigh's Best' (up to 90% off), and a 'Party Pics' contest. Other visible elements include a 'Couple's Best' story of 'How You Met' and a 'North Carolina Theatre' performance listing.

## RUN OF NETWORK ADS & FIXED POSITIONS

### Banner Ads - Run of Network<sup>1</sup>

Banners are sold by impression on a cost-per-thousand basis (CPM). Rates below are CPM.

Ad Size	Leaderboard 728x90	Rectangle 300x250	Ruler 300x100	Navigation Button 100x25	Skycraper 120/160x600	Monster 425x600
CPM	\$6.00	\$7.00	\$4.00	\$3.00	\$5.00	\$12.00

<b>Ad Sizes &amp; Availability</b>	300x100	N&O sites only; Not available on Yahoo!
	100x25	Newsobserver.com only. Not available on Yahoo!
	425x600	Yahoo! Mail only; Not available on N&O sites
	120x600	Only available on Yahoo! sites
	160x600	Only available on cars.com and homefinder pages



### Dollar Volume Discounts

For advertisers with a signed contract.

\$100,000-\$299,000	5%
\$300,000-\$499,999	10%
\$500,000+	15%

### Audience Targeting Add-Ons

Add each selected premium to above basic rate. Includes selections by site, content channel, geographic zone and other offered selections

Target Selections	CPM Add-On
Newsobserver.com Home Page	\$10.00
Site or Channel-specific targeting <sup>2</sup>	\$5.00
Demographic Targeting: Age, Gender, Income, etc. (each)	\$3.00
Daypart	\$3.00
Behavioral Targeting <sup>3</sup>	\$9.00
Geographic Targeting <sup>4</sup>	\$3.00
Additional Targeting - Each Level	\$3.00

### Creative Upgrades - Rich Media

Rich media is charged an additional CPM and is also subject to a per ad handling fee. Applies to Corner Peels, Sliding Billboards, Flyouts, Expanding Billboards and Video Ads which are available on our home page, section fronts and with impression campaigns.

Creative Upgrades	Add-On
Rich Media CPM Add-On	\$5.00
Rich Media per ad handling fee	\$250

### Fixed Positions

Home Page and Section Fronts. Volume discounts are available. See your account executive for details. Rich media ads running on section fronts receive a 25% premium. Saturday and Sunday rates are 30% off the rates below.

	Leaderboard 728x90	Rectangle 300x250	Ruler 300x100	Roadblock 728x90 and 300x250	Corner Peel or Sliding Billboard <sup>5</sup>
<b>Daily Positions/Rates</b>					
Newsobserver.com Home Page		\$1,800			\$2,500
Triangle.com Home Page		\$150	\$75		\$500
Sports Section Front	\$225	\$275	\$150	\$425	\$750
News or Business Section Front	\$125	\$175	\$75	\$250	\$500
Lifestyles, Entertainment or Political Section Front	\$75	\$100	\$50	\$150	\$500
<b>Weekly Positions/Rates</b>					
Real Estate, Automotive or Jobs Section Front	\$200	\$250	\$150	\$375	\$1,000
Cary News Home Page		\$160	\$100		
Chapel Hill News Home Page		\$270	\$160		
Clayton News-Star Home Page		\$100	\$60		
Durham News Home Page		\$100	\$60		
Eastern Wake News Home Page		\$125	\$75		
Garner-Cleveland Record Home Page		\$100	\$60		
The Herald (Smithfield) Home Page		\$270	\$160		
Midtown Raleigh News Home Page		\$100	\$60		
North Raleigh News Home Page		\$100	\$60		
Southwest Wake News Home Page		\$100	\$60		

### Navigational Text Link

Text link is placed within the navigational boxes on home page and section fronts.

Positions	Monthly Rate
News, Sports or Obits	\$750
Business, Politics, Life or Entertainment	\$500
Opinion or Find N Save	\$250
Classified, Jobs, Auto or Real Estate	\$500

### Video Takeover

Page goes gray and video takes up to 85% of screen.  
One video per user per 24 hours

Positions	CPM
Newsobserver.com Home Page	\$35
Newsobserver.com Section Fronts or Community Paper Fronts	\$25
Production/Delivery Fee - Per Ad	\$250

<sup>1</sup>Banner ads that can run any day of the week on any of the sites within the Triangle Online Network. (see reverse for sites that make up the Triangle Online Network)

<sup>2</sup>Banner ads that run on one or more of our site's categories of content. (see reverse for available sites and channels)

<sup>3</sup>Adding a behavioral target to a Run of Network or Channel Targeting buy. More than 500 behavioral targets are available.

<sup>4</sup>See your account executive for details on the geographies that are available

<sup>5</sup>Rich Media creative charges apply.

## NICHE SITES



### triangle.com

The area's premiere entertainment website

	Leaderboard 728x90	Rectangle 300x250	Ruler 300x100
Home page - daily rate		\$150	\$75
<b>Impression campaigns</b>			
Run of site	\$11.00 CPM	\$12.00 CPM	\$9.00 CPM
Party Pics	\$11.00 CPM	\$12.00 CPM	
<b>Weekly Positions/Rates</b>			
Plan Your Weekend e-newsletter	\$850 per week		
Triangle.com Originals - Monthly sponsorships:	Roadblock (728x90 and 300x250)		
Behind the Bar, Weekend Cocktail, Nightlife Diaries or Triangle Spotlight	\$350 per month (each)		



### TriangleMom2Mom

An online community for Triangle moms of all types. Banner ads include one free coupon listing per month (\$50/month value)

Banner Advertising	Monthly Rates
Leaderboard - 728x90 (limited to 5 advertisers per month)	\$395
Big Box - 300x250 (limited to 6 advertisers per month)	\$525
Ruler - 300x100 (limited to 5 advertisers per month)	\$285
Coupon Listing - 620x350 (30-day listing)	\$50

A limited number of sponsorships are also available. Opportunities and rates are available upon request.

## E-MAIL MARKETING OPPORTUNITIES - BLASTS & E-NEWSLETTERS

### E-Mail Blasts - Micro Targeting and N&O Registered Users

Targeting components are added to base Micro-Targeting DMA rate. Rate for N&O Registered Users includes geographic and demographic targeting.

<b>Micro Targeting: DMA - Minimum quantity of 100,000</b>	<b>\$40.00 CPM</b>
Production/Delivery Fee - Per e-mail	\$250
<b>Target Selections (each) - Minimum drops to 25,000</b>	<b>CPM Add-On</b>
Demographic Targeting: Age, Gender, Income, etc. (each)	\$5.00
Geographic Targeting <sup>4</sup>	\$10.00
Interests, Lifestyle, Purchase preference	\$15.00
Business Targeting: Industry, SIC Code, Title, etc.	\$15.00
Additional Targeting - Each Level	\$10.00
<b>N&amp;O Registered Users - Minimum quantity of 25,000</b>	<b>\$60.00 CPM</b>
Production/Delivery Fee - Per e-mail	\$250

### Travel Deal of the Week

Weekly e-newsletter mailed to 5,000 opt-in recipients. Weeks bought do not have to be consecutive. Maximum 2 week consecutive schedule. If consecutive, advertiser must change offer.

Ad position/weekly rates	1-5 Weeks	6-12 Weeks	13+ Weeks
Travel Deal of the Week - 575x350	\$370	\$345	\$315

### Travel & Adventures

Monthly shared e-mail blast mailed to 25,000 registered users of newsobserver.com. Rates based on 12-month campaign and includes one month as featured advertiser and 11 months as regular advertiser.

**Monthly rate** (based on 12-month campaign): \$190

## SEARCH ENGINE MARKETING



### Triangle Online Network Search

Basic program guarantees that you will get the number of clicks you pay for. Clicks come through Google, Yahoo! and Tier 2 and 3 Search Engine traffic. A 24/7 Merchant center allows you to access the following campaign performance reports:

- Clicks per month
- Keyword activity
- Search engine activity

**Rate per click:** \$4

3-month minimum contract required  
Early cancellation policy: 20% of remaining contract balance

### Triangle Online Network Premium Search

Premium Search program offers a turnkey program including a Landing Page, Call Tracking Number and extensive reporting. Landing Page is a mini-Web site designed to convert shoppers into paying customers. Clicks come through Google, Yahoo! Bing and Ask. A 24/7 Merchant center allows you to access the following campaign performance reports:

- Detailed call tracking and recording
- Daily click reports showing the number of clicks to your Landing Page or Web site
- E-mail response tracking
- Keyword activity
- Click activity by search engine
- Printable map/driving directions



**Monthly retail package prices** - 6 or 12 months  
\$700    \$1,000    \$1,500    \$2,000

Early cancellation policy: 20% of remaining contract balance

## Interactive Media - Ad Specifications and Definitions

### Online Ad Specifications:

- Ad must have at least one pixel border on all sides.
- File format: JPEG, GIF or SWF (can be animated)
- File size: See below maximum file sizes
- Flash files also accepted. Flash specs are available upon request
- Animation within banner ad units may run for a maximum of 15 seconds without being re-initiated by the user. Ads may loop an unlimited number of times within that 15 seconds. Applies to all ads, flash, rich media, .jpeg or .gif.

Ad Pixels and Maximum File Sizes			
Advertising Unit	Pixel Size	GIF/JPEG Max File Size	Flash Max File Size
Leaderboard	728 x 90	20k	30k
Rectangle/Big Box	300 x 250	30k	40k
Ruler	300 x 100	40k	40k
Skyscraper	120/160 x 600	30k	40k
Monster	425 x 600	20k	30k

### Rich Media Specifications:

- Please refer to <http://advertising.newsobserver.com> and click on Ad Production for Rich Media specs.

## Run of Network Sites Projected Monthly Inventory

	300x250	300x100	728x90
newsobserver.com	20,762,000	10,570,000	10,570,000
triangle.com	1,744,000	1,744,000	1,697,000
trianglejobs.com	460,000	N/A	460,000
trianglemom2mom.com	54,000	54,000	40,000
carynews.com	111,000	64,000	47,000
chapelhillnews.com	161,000	94,000	67,000
thedurhamnews.com	38,000	22,000	16,000
easternwakenews.com	49,000	34,000	16,000
garnerclayton.com	17,000	10,000	7,000
midtownraleighnews.com	14,000	9,000	5,000
northraleighnews.com	31,000	17,000	13,000
theherald-nc.com	149,000	89,000	60,000
southwestwakenews.com	13,000	8,000	5,000

## Sites & Channel Targeting

newsobserver.com	<b>NEWS:</b>	<b>SPORTS:</b>	<b>LIFESTYLE:</b>	<b>POLITICS:</b>
triangle.com	Local/State	College Sports	Fitness	Local
trianglemom2mom.com	Nation/World	-Duke -NC Central	Food	State
apartments.com	Crime/Safety	-NCSU -ACC Now	Home/Gardens	National
cars.com	Education	-UNC -ECU	Weddings	Blogs
homefinder.com	Health/Science	-Wake Forest	Religion	
trianglejobs.com	Weather	Outdoors	Travel	<b>OPINION:</b>
carynews.com	Traffic	High School	Family	Editorials
chapelhillnews.com	Weird News	Panthers	Style	Other Views
claytonnewsstar.com	Blogs	NFL	Horoscope	Letters to the Editor
thedurhamnews.com		Carolina Hurricanes	Blogs	Blogs
easternwakenews.com	<b>BUSINESS:</b>	NHL		Obits
garnercleveland.com	Technology	NBA	<b>ENTERTAINMENT:</b>	Deal\$
theherald-nc.com	Stocks Center	Soccer	Arts	Classifieds
midtownraleighnews.com	Consumer/Retail	Racing	Books	Jobs
northraleighnews.com	Economy	Golf	Dining	Real Estate
southwestwakenews.com	Local/State	Baseball	Music	Cars
Yahoo! Network of Sites	Real Estate	Blogs	People	
	Blogs		TV/Movies	
			Blogs	

For more information about advertising, contact 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