2012 Interactive Media

ADVERTISING RATES

Effective February 27, 2012

triangle online network

newsobserver.com N&O knowing is better

YAHOO! Network of Sites

triangle.com

triangle mom2mom

apartments.com

cars.com

HomeFinder.com

triangle jobs.com

edition: 02.08.12

RUN OF NETWORK ADS & FIXED POSITIONS

Banner Ads - Run of Network[1]

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

Ad Sizes & Availability

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

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[2]	$5.00
Demographic Targeting: Age, Gender, Income, etc. (each)	$3.00
Daypart	$3.00
Behavioral Targeting[3]	$9.00
Geographic Targeting[4]	$3.00
Additional Targeting - Each Level	$3.00

Dollar Volume Discounts

For advertisers with a signed contract.

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

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 Section Front Add-On	25%
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[5]
Daily Positions/Rates					
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
Weekly Positions/Rates					
Real Estate, Automotive or Jobs Section Front	$200	$250	$150	$375	$1,000
Cary News Home Page		$125	$75		
Chapel Hill News Home Page		$200	$120		
Clayton News-Star Home Page		$150	$80		
Durham News Home Page		$100	$60		
Eastern Wake News Home Page		$175	$100		
Garner-Cleveland Record Home Page		$100	$60		
The Herald (Smithfield) Home Page		$125	$75		
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

Floorboard

Small billboards that adhere to the bottom of the browser window.

Position	Rate
Newsobserver.com Home Page Weekday	$2500
Newsobserver.com Home Page Weekend Day	$1750
Story Pages	$20 cpm
Rich Media Production/Handling Fee	$250

[1]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)
[2]Banner ads that run on one or more of our site's categories of content. (see reverse for available sites and channels)
[3]Adding a behavioral target to a Run of Network or Channel Targeting buy. More than 500 behavioral targets are available.
[4]See your account executive for details on the geographies that are available
[5]Rich Media creative charges apply.

NICHE SITES

triangle.com

The area's premiere entertaiment website

	Leaderboard 728x90	Rectangle 300x250	Ruler 300x100
Home page - daily rate		$150	$75
Impression campaigns			
Run of site	$11.00 CPM	$12.00 CPM	$9.00 CPM
Party Pics	$11.00 CPM	$12.00 CPM	
Weekly Positions/Rates			
Plan Your Weekend e-newsletter	$1000 per week		
Triangle.com Originals - Monthly sponsorships:	Roadblock (728x90 and 300x250)		
Behind the Bar, Nightlife Diaries, Triangle Spotlight, Seven Questions or Health	$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.

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

E-Mail Newsletters

Daily, weekly, or monthly sponsorships of our news content emailed out to registered users.

Daily Sponsorships	Expected # of Sends	Daily Rate
Breaking News	Average 3 per day	$2,600
Afternoon Update	1 per day (Mon-Fri)	$800
Local & State News or Today at a Glance	1 per day	$550
Sports or Business	1 per day	$350
Food & Fitness, Education, UNC Sports, College Sports or Crime & Safety	1 per day	$275
Politics, Lifestyles, NCSU Sports, NC Business News, Family & Community or Editorials	1 per day	$225
Health & Science, Duke Sports or Technology/Biotech	1 per day	$150

Weekly Sponsorships	Expected # of Sends	Avg subscriber list size per send	Weekly Rate
Plan Your Weekend (Friday)	1 per week	16,586	$1,000
Carolina Hurricanes	7 per week	1,777	$750
Wake Forest Sports	7 per week	785	$325
ECU Sports	3 per week	1,116	$200

Monthly Sponsorships	Expected # of Sends	Avg subscriber list size per send	Monthly Rate
Home & Garden	4-5 per month	2,838	$750
North Raleigh News	4-5 per month	1,118	$300
Chapel Hill News	4-5 per month	950	$300
Cary News	4-5 per month	935	$300
Durham News	4-5 per month	720	$225
Eastern Wake News	4-5 per month	581	$175
Midtown Raleigh News	4-5 per month	556	$175
Herald NC	4-5 per month	420	$125
Garner-Cleveland Record	4-5 per month	375	$125
Southwest Wake News	4-5 per month	296	$125

MOBILE

300x250 ad size on m.newsobserver.com and both iPhone and Android apps.

- $2500/month with 3-mo. minimum
- 200,000 ad impressions per month.

Limited to 5 sponsorship packages per month.
Added Value: Mobile Landing Page included.

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. Back-up GIF must also be supplied of 40k or less.
- 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	40k	40k
Rectangle/Big Box	300 x 250	40k	40k
Ruler	300 x 100	40k	40k
Skyscraper	120/160 x 600	40k	40k
Monster	425 x 600	40k	40k

Rich Media Specifications:

- Please refer to http://advertising.newsobserver.com and click on “Media Products” then “Online” for Rich Media specs.

Run of Network Sites Projected Monthly Inventory

	300x250	300x100	728x90
newsobserver.com	27,755,800	5,636,250	7,506,037
triangle.com	3,453,800	256,300	304,950
trianglejobs.com	279,300	279,300	263,850
trianglemom2mom.com	38,000	38,000	35,000
carynews.com	83,300	54,600	40,550
chapelhillnews.com	123,000	85,200	59,740
thedurhamnews.com	44,900	28,540	21,900
easternwakenews.com	45,825	30,675	21,640
garnercleveland.com	18,075	12,225	8,175
midtownraleighnews.com	24,000	13,760	13,460
northraleighnews.com	29,475	18,640	16,950
theherald-nc.com	108,750	74,000	52,875
southwestwakenews.com	18,975	12,300	11,175
claytonnewsstar.com	52,050	23,500	16,000

Sites & Channel Targeting

newsobserver.com
triangle.com
trianglemom2mom.com
apartments.com
cars.com
homefinder.com
trianglejobs.com
carynews.com
chapelhillnews.com
claytonnewsstar.com
thedurhamnews.com
easternwakenews.com
garnercleveland.com
theherald-nc.com
midtownraleighnews.com
northraleighnews.com
southwestwakenews.com
Yahoo! Network of Sites

NEWS:
Local/State
Nation/World
Crime/Safety
Education
Health/Science
Weather
Traffic
Religion
Weird News
Blogs

BUSINESS:
Technology
Stocks Center
Consumer/Retail
Economy
Local/State
Real Estate
Blogs

SPORTS:
College Sports
-Duke -NC Central
-NCSU -ACC Now
-UNC -ECU
-Wake Forest
Outdoors
High School
Panthers
NFL
Carolina Hurricanes
NHL
NBA
Soccer
Racing
Golf
Baseball
Tennis
Blogs

LIFESTYLE:
Fitness
Food
Home/Gardens
Celebrations
Travel
Family
Style
Horoscope
Blogs

ENTERTAINMENT:
Arts
Books
Dining
Music
People
TV/Movies
Blogs

POLITICS:
Local
State
National
Blogs
Elections

OPINION:
Editorials
Other Views
Letters to the Editor
Blogs

Obits
Find n Save
Classifieds
Jobs
Real Estate
Cars

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