Susan G. Komen for the Cure

NC TRIANGLE

Celebrating 15 Years

The **Komen NC Triangle Race for the Cure** attracts more than 25,000 registrants and thousands more donors, supporters and volunteers each year. The money raised at this event supports breast cancer research, education, screening and treatment, and has helped to save thousands of lives in the Triangle. The News & Observer is joining the **2011 Komen NC Triangle Race** again this year by producing a special publication dedicated to raising awareness about breast health. This section will also include information on Komen for the Cure and this year's Race on June 11. But we can't do it without your advertising support. Please help us educate the public about this important cause.

DID YOU KNOW ...

- In print and online, The News & Observer and its Web sites reach more than **590,700** adults.*
- Approximately **4,000** copies will be distributed prior to the Race and various locations throughout the Triangle.
- Newsobserver.com/triangle.com have over **2 million** monthly unique visitors.**

* Scarborough Research, Raleigh-Durham DMA, April 2009-March 2010

** Omniture Site Catalyst, July-December, 2010

triangle online network

newsobserver.com N&O knowing is better

PUBLICATION DATE

Wednesday, June 1, 2011
The News & Observer and newsobserver.com

Space/Proof Deadline
Wednesday, May 11, 4 p.m.

Electronic Ad Deadline
Tuesday, May 24, 4 p.m.

Format Modular Tabloid

Ad Size	*Cost*
Full Page 10"w. x 10.5"h.	$2,981
1/2 Page (vert.) 4.92"w. x 10.5"h.	$1,639
1/2 Page (horiz.) 10"w. x 5.17"h.	$1,639
1/4 Page 4.92"w. x 5.17"h.	$902
1/8 Page 4.92"w. x 2.5"h.	$495
1/16 Page 2.37"w. x 2.5"h.	$275

All rates include enhanced online package!

Each advertiser will receive their logo and/or business name on a newsobserver.com page dedicated to the Race. An ad campaign on the site will direct readers to the page.

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

Eastern Wake County: 919-269-6101

Smithfield: 919-836-5706