

Lifestyles

Arts & Living • Food & Fitness • Home & Garden
Weddings • Shopping • Travel • Family & Community
Movies • Dining • Weekend

newsobserver.com



knowing is better



Why Advertise Online

Last year, 133.1 million individuals, nearly four-fifths of US Internet users, shopped online and nearly two-thirds of US Internet users, made at least one online purchase.* Shoppers also use the internet to aid them with their buying decisions. 89% of buyers do research online before making their purchase offline in their local area.

The screenshot shows the newsobserver.com website interface. The main article is titled "Smooth operators" and discusses Dominican stylists in Raleigh. Other visible articles include "Spring fashions will look fam Stylin'", "If her ex bothers you, take it", "There she is... Miss North Ca", "Small-town Southern women", "Party Barack-style", "Refresh your style", "Fiddler Verch showcases versat CD review: Allagance", "Smulyan finds Frankie Laine's", "Send culinary students to Fran", "Don't know Spanish?", "Salons that offer the blowout technique", and "Related Content". There are also several advertisements for local businesses like "eOffers", "Garden Supply", and "2FITNESS".



Why newsobserver.com

Newsobserver.com readers are loyal and rely on our family of Web sites to keep them up to date on the latest news, to view and respond to our blogs and forums, for local entertainment options and to find advertising for local businesses.

70% of our online users return to the site within 3 days and many visit multiple times each day, giving your marketing message the valuable, repetitive exposure it needs. Advertising is one of the top reasons consumers turn to newspaper Web sites, with 62% saying that's a reason they visit.

Newsobserver.com can reach customers 24/7 – both at home and at work. Your ad will drive these local consumers directly to your Web site and your business. In fact, research shows that 46% of consumers take action after viewing ads on a local newspaper Web site. This includes making a purchase, going to a store or conducting research. That's more than those who take action after viewing ads on a local television Web site; local magazine site, a user review site or a portal.

Source: Omniture Site Catalyst, 2008; NAA's 2006 Consumer Usage of Newspaper Advertising, conducted by MORI Research; Online Publishers Association, 2008

*emarketer, May 2008

** Comscore

Average monthly section traffic:
765,000 page views

newsobserver.com reaches:

- 44% of Triangle area adults that have eaten at a sit down restaurant 4+ times in the past 2 weeks.
- 56% of Triangle area adults that have attended an Opera/Symphony/Theatre in the past year.
- 49% of Triangle area adults who exercised 12+ times at a health club in the past year.

(Media Audit – Raleigh-Durham, 2008)



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January 26, 2009

Exclusive Section-Front Advertising

Secure an exclusive Big Box ad fixed on the section front of Lifestyles. With premium placement on the section front of Lifestyles, Big Box ads are designed to create top-of-mind awareness for the advertiser, support branding campaigns and drive readers to an advertiser's website.

Save money by running 7 consecutive days.

# of Days	Weekday Rate	Sat. or Sun. Rate
1	\$150.00	\$105.00
2-3	\$135.00	\$94.50
4-7	\$128.00	\$89.00
8-15	\$120.00	\$84.00
16-30	\$105.00	\$73.50
30+	\$98.00	\$68.00
7 Consecutive Day Rate: \$819.00		

Average daily impressions: Weekdays=2,000 Sat./Sun.=1,400
Add 30% for 300x600 banner size option.

- Banner Creation included
- Banner clicks through to advertiser website.

The screenshot shows the NewsObserver website's Lifestyles section front. It features several articles with images and headlines, such as 'Smooth operators', 'Refresh your style', and 'Spring fashions will look familiar'. A prominent 'Offers' banner for 'Lowe's Foods!' is overlaid on the page, advertising 'New! more savings only at Lowe's Foods!' with a '300 X 250 BIG BOX' label.

CPM Campaigns

This screenshot shows the NewsObserver website with red arrows highlighting specific advertising spots. One arrow points to a '300x250' spot above an article titled 'Smooth operators'. Another arrow points to a '300x100' spot below the article. A third arrow points to a '728x90' spot at the top of the page. The website content includes articles about hair salons and a 'Refresh your style' article.

728x90

300x100

Lifestyles Channel: 765,000 average page views per month

Popular Lifestyles Sub-Sections	Monthly Traffic
Family & Community	17,500
Food & Fitness	25,300
Shopping	27,880
Dining	31,515
Movies	72,309
Travel	7,500
Weddings	51,500
Home & Garden	10,500

Run of Channel

For more flexibility, create your own impression campaign to run throughout the Lifestyles Channel.

Size	728x90	300x250	160x600 or 300x600	300x100
CPM*	\$18.40	\$20.00	\$23.40	\$11.40

Targeted Channel

Provides the maximum level of targeting allowing you to pick any sub-section of Lifestyles to target your message.

Size	728x90	300x250	160x600 or 300x600	300x100
CPM*	\$25.95	\$28.50	\$33.30	\$15.85

*N&O Dollar Volume contract advertisers earn a lower rate

All online campaigns apply towards fulfillment of N&O Dollar Volume contracts.