

LOCAL POLITICAL ADVERTISING RATES

The News & Observer
Effective December 27, 2010

Local rates are applicable only to local and district elections.

All local political advertising earns the \$50,000 volume rate without contract commitment.

No candidate or organization may receive a rate advantage based on a personal business contract they have with The News & Observer or its subsidiaries. One candidate cannot be extended a better rate than what other candidates seeking the same office may receive. This is in accordance with the NC State Elections Board/Campaign Reporting.

All political advertising, including advertising seeking to change public opinion on social issues, must include "Paid Political Advertising" at the top of the ad, and "Paid for by (the name of the committee or individual paying for the ad, plus the address of the committee or individual and a valid telephone number)" at the bottom of the page. Advance payment is required before an ad can be scheduled for publication.

The News & Observer – Full Run

Per column inch rate **Mon-Thu** **Fri & Sat** **Sunday**
\$61.71 \$64.82 \$77.46

Ad Size	Total Inches	Black & White Ads			Full Color Ads		
		MON-THU	FRI & SAT	SUNDAY	MON-THU	FRI & SAT	SUNDAY
Full page	126	\$7,775.46	\$8,167.32	\$9,759.96	\$9,160.46	\$9,843.32	\$11,435.96
¾ page	95	5,862.45	6,157.90	7,358.70	7,247.45	7,833.90	9,034.70
2/3 page	82.5	5,091.08	5,347.65	6,390.45	6,476.08	7,023.65	8,066.45
½ page	63	3,887.73	4,083.66	4,879.98	5,272.73	5,759.66	6,555.98
1/3 page	42	2,591.82	2,722.44	3,253.32	3,976.82	4,398.44	4,929.32
¼ page	31.5	1,943.86	2,041.83	2,439.99	3,051.87	3,382.83	3,780.99
1/8 page	15.75	971.93	1,020.92	1,220.00	1,802.93	2,025.92	2,225.00
1/16 page	8	493.68	518.56	619.68	1,324.68	1,523.56	1,624.68

The News & Observer – Friday Weekend Section Zones

Per column inch rate **North** **Southeast** **West**
\$23.18 \$13.10 \$21.58

Ad Size	Total Inches	North		Southeast		West	
		Black & White	Full Color	Black & White	Full Color	Black & White	Full Color
Full page	126	\$2,920.68	\$3,378.68	\$1,650.60	\$2,108.60	\$2,719.08	\$3,177.08
¾ page	95	2,202.10	2,660.10	1,244.50	1,702.50	2,050.10	2,508.10
2/3 page	82.5	1,912.35	2,370.35	1,080.75	1,538.75	1,780.35	2,238.35
½ page	63	1,460.34	1,918.34	825.30	1,283.30	1,359.54	1,817.54
1/3 page	42	973.56	1,431.56	550.20	1,008.20	906.36	1,364.36
¼ page	31.5	730.17	1,130.17	412.65	812.65	679.77	1,079.77
1/8 page	15.75	365.09	685.09	206.33	526.33	339.89	659.89
1/16 page	8	185.44	505.44	104.80	424.80	172.64	492.64

Repeat policy:

Within any five-day period, inclusive, a full-price ad may be repeated or previewed up to four (4) times in The News & Observer. The highest rated ad runs at full price, the second highest rated ad runs at a 50% discount, and successive ads run at a 75% discount. Changes are accepted for timeliness (limited to day, date, continuation, and expiration changes only). Product and other content changes cannot be made to a discounted ad. Color charges will be discounted at the same percentage as the ROP space in each ad. Repeat ads will receive the appropriate 50% or 25% contract fulfillment. Section placement of repeat ads is at the discretion of the Publisher.

Interactive Media - General CPM Rates

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

Ad Size	Leaderboard 728x90	Rectangle 300x250	Ruler 300x100	Skyscraper 120/160x600	Monster 425x600
CPM	\$6.00	\$7.00	\$4.00	\$5.00	\$12.00

Audience Targeting Add-Ons

Audience targeting by site, content channel, geographic zone, demographics, behavioral targeting and other offered selections can be added to the basic rates outlined. Please see your account representative for details and pricing.

Ad Sizes & Availability 300x100 N&O sites only; Not available on Yahoo!
 425x600 Yahoo! Mail only; Not available on N&O sites
 120/160x600 Only available on Yahoo! sites, cars.com and homefinder pages

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The News & Observer Community Newspapers
Effective December 27, 2010

Community Newspapers

	The Cary News	The Chapel Hill News	The Durham News	Eastern Wake News	Garner-Clayton Record	The Herald	Midtown Raleigh News	North Raleigh News	Southwest Wake News
Per column inch rate	\$21.41	\$9.56	\$13.01	\$10.42	\$15.02	\$15.02	\$23.18	\$23.18	\$17.76

WAKE COUNTY

Ad Size	Total Inches	The Cary News (Wed. & Sun.)		Southwest Wake News (Wed.)		Eastern Wake News (Wed.)	
		Black & White	Full Color	Black & White	Full Color	Black & White	Full Color
Full page	126	\$2,697.66	\$3,024.66	\$2,237.76	\$2,564.76	\$1,312.95	\$1,606.92
¾ page	95	2,033.95	2,360.95	1,687.20	2,014.20	989.90	1,283.90
2/3 page	82.5	1,766.33	2,093.33	1,465.20	1,792.20	859.65	1,153.65
½ page	63	1,348.83	1,675.83	1,118.88	1,445.88	656.46	950.46
1/3 page	42	899.22	1,226.22	745.92	1,072.92	437.64	731.64
¼ page	31.5	674.42	935.42	559.44	820.44	328.23	563.23
1/8 page	15.75	337.21	565.21	279.72	507.72	164.12	369.12
1/16 page	8	171.28	399.28	142.08	370.08	83.36	288.36

WAKE COUNTY

WAKE/JOHNSTON COUNTY

Ad Size	Total Inches	Midtown Raleigh News (Wed. & Sun.)		North Raleigh News (Wed. & Sun.)		Garner-Clayton Record (Wed.)	
		Black & White	Full Color	Black & White	Full Color	Black & White	Full Color
Full page	126	\$2,920.68	\$3,247.68	\$2,920.68	\$3,247.68	\$1,892.52	\$2,219.52
¾ page	95	2,202.10	2,529.10	2,202.10	2,529.10	1,426.90	1,753.90
2/3 page	82.5	1,912.35	2,239.35	1,912.35	2,239.35	1,239.15	1,566.15
½ page	63	1,460.34	1,787.34	1,460.34	1,787.34	946.26	1,273.26
1/3 page	42	973.56	1,135.56	1,300.56	1,300.56	630.84	957.84
¼ page	31.5	730.17	991.17	730.17	991.17	473.13	734.13
1/8 page	15.75	365.09	593.09	365.09	593.09	236.57	464.57
1/16 page	8	185.44	413.44	185.44	413.44	120.16	348.16

DURHAM COUNTY

ORANGE COUNTY

JOHNSTON COUNTY

Ad Size	Total Inches	The Durham News (Wed. & Sun.)		The Chapel Hill News (Wed. & Sun.)		The Herald (Wed.)	
		Black & White	Full Color	Black & White	Full Color	Black & White	Full Color
Full page	126	\$1,639.26	\$1,966.26	\$1,204.56	\$1,531.56	\$1,892.52	\$2,219.52
¾ page	95	1,235.95	1,562.95	908.20	1,235.20	1,426.90	1,753.90
2/3 page	82.5	1,073.33	1,400.33	788.70	1,115.70	1,239.15	1,566.15
½ page	63	819.63	1,146.63	602.28	929.28	946.26	1,273.26
1/3 page	42	546.42	873.42	401.52	728.52	630.84	957.84
¼ page	31.5	409.82	670.82	301.14	562.14	473.13	734.13
1/8 page	15.75	204.91	432.91	150.57	378.57	236.57	464.57
1/16 page	8	104.08	332.08	76.48	304.48	120.16	348.16