

2011-2012 LOCAL Advertising Rates

Raleigh, North Carolina
Serving the Raleigh-Durham Metro Area
and Eastern North Carolina
Effective October 31, 2011
Local Rate Card Number L103111
www.newsobserver.com/advertising



Triangle is 1.6 million strong
Triangle county growth 2000-2010

No free lunch data for schools
The final deal for diversity policy?

Elizabeth Edwards steps treating cancer
Doctors have advised Elizabeth Edwards, 61, that further cancer treatment would be futile.

Judge denies WikiLeaks founder Julian Assange bail
A British judge denied Julian Assange bail on Thursday after the WikiLeaks founder told a London court he would fight efforts to extradite him to Sweden to face a sex-crimes investigation.

3-DAY sale
Incredible Deals on 3-DAY sale

50% OFF
Lowest Prices on POWER HOUR SPECIALS

Overnight Owls
Free delivery of 50% OFF on online orders

Early Birds
Secure your tickets early

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Classified Customer Service Manager

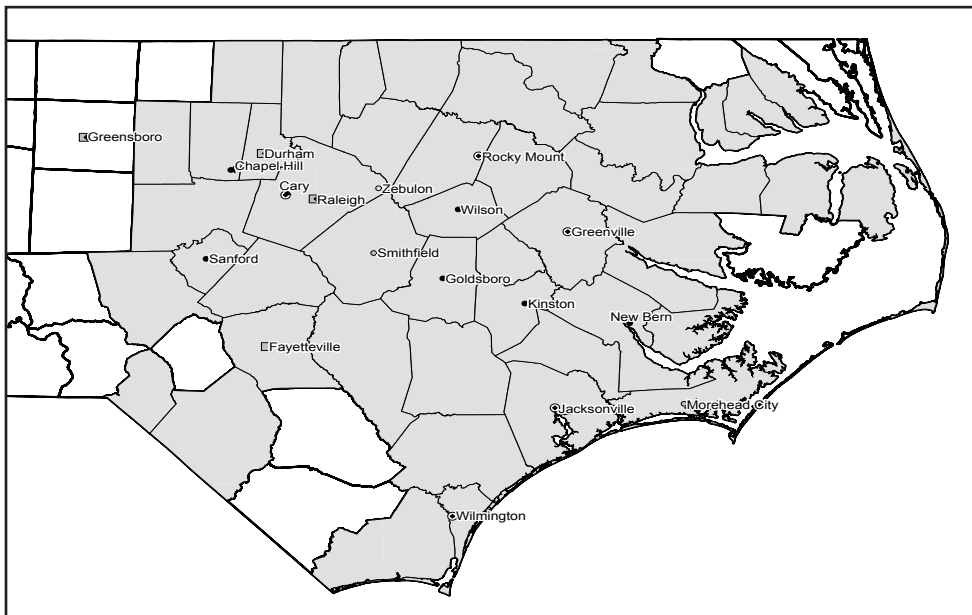
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Web Sites

newsobserver.com
 triangle.com
 trianglerom2mom.com
 advertising.newsobserver.com
 carynews.com
 chapelhillnews.com
 claytonnewsstar.com
 thedurhamnews.com
 easternwakenews.com
 garnercleveland.com
 theherald-nc.com
 midtownraleighnews.com
 northraleighnews.com
 southwestwakenews.com

Representatives

North Carolina Press Services, Inc.
 Raleigh, NC • (919) 787-7443



Distribution of The News & Observer

The News & Observer has a long history in the market, establishing itself as both a local and regional newspaper with delivery throughout central and eastern North Carolina. Approximately 80% of N&O subscribers live in the four-county Greater Triangle, and 20% reside in 40+ other counties.

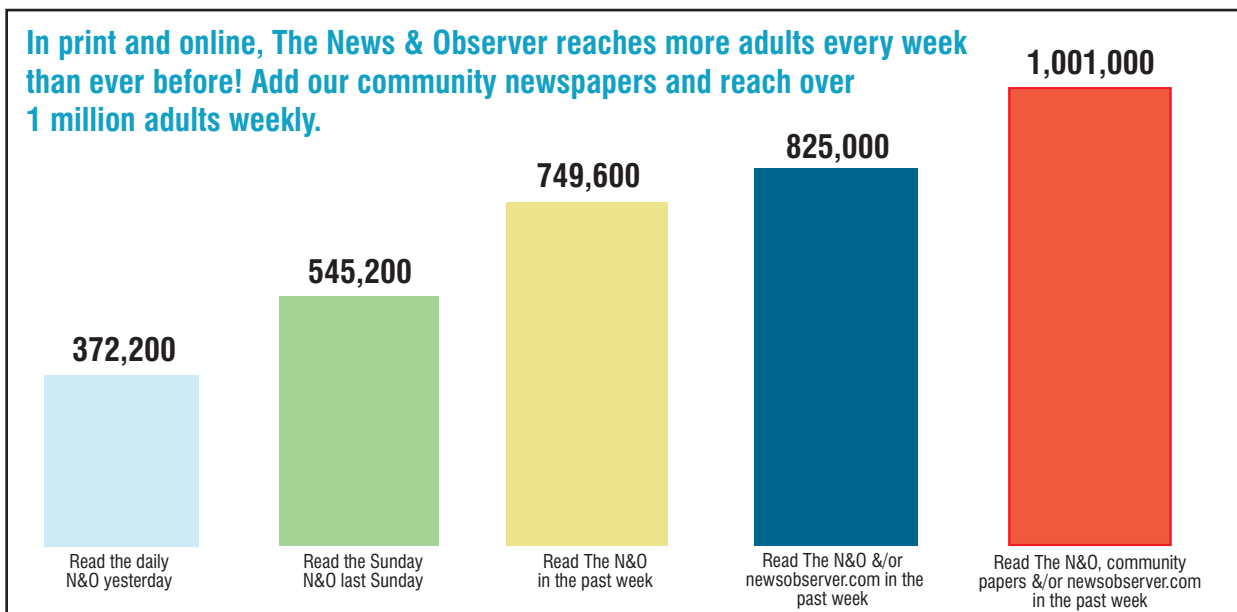
Circulation:

Monday-Thursday: 124,685
 Friday & Saturday: 135,679
 Sunday: 191,823

Source: ABC Publisher's Statement, 26 weeks ended September 25, 2011

The Raleigh-Durham DMA

- The nation's 25th largest TV market
- Population of 2.9 million - up 25% from 2000 and projected to grow an additional 8% in the next five years
- 23 counties (22 in North Carolina plus Mecklenburg, VA)



The Greater Triangle - The N&O's Primary Market

- Durham, Johnston, Orange and Wake counties make up the Greater Triangle area.
- 75% of The N&O's reader live in the Greater Triangle.

Market highlights include:

- State government - home to Raleigh, North Carolina's capital
- Some of the best schools and universities in the nation: UNC-Chapel Hill, Duke University, N.C. State University
- Continually ranked as one of the best places to live and to do business



Reaching 65% of Greater Triangle adults every week.

The News & Observer, our community newspapers and websites reach 731,900 Greater Triangle adults or nearly two-thirds of all adults.

- 565,600 weekly News & Observer print readers
- 624,200 weekly News & Observer print and online readers

Delivering an affluent and well-educated audience in the Greater Triangle:

	Total Greater Triangle Adults	News & Observer Readers*
Average age	43.9	46.5
Average Household Income	\$76,634	\$87,843
Average Home Value	\$249,787	\$268,297
College graduates	41%	46%
Own Home	71%	79%

* Read The News & Observer in the past week
Source: Scarborough Research, October 2010-September 2011

The Triangle Online Network is a powerful network of 16 News & Observer sites, more than 75 Yahoo! sites and top search engines. They reach nearly 1.6 million adults in the Raleigh-Durham DMA – 93% of all online adults.

newsobserver.com

- Timely, local news updates throughout the day
- Interactive multi-media content, photo galleries, message board forums, newsletters, e-mail editions, classifieds, blogs and more
- Classified sites include cars.com, apartments.com, trianglejobs.com, careerbuilder.com and homefinder.com

Traffic and more traffic.

- Monthly page views: 23.1 million*
- Unique monthly users: 2.1 million*

Affluent, educated readers.

- 83% made a purchase online (past year)
- Average household income of \$88,114
- 85% have attended college; 56% are college graduates
- 76% own their homes

trianglemom2mom.com “The source for Moms in the Triangle”

- A site where Moms can come and connect with other Moms
- Includes kid-friendly events in the area, photos, blogs and parenting advice from the community and experts

triangle.com - All new local recreation and entertainment Web site

- Provides readers with information about events and interesting people
- Contests, Party Pics and profiles of local bartenders keep visitors engaged
- Plan Your Weekend e-newsletter is delivered to subscriber's inboxes

Community Newspapers “Connected to the Local Community”

- carynews.com
- chapelhillnews.com
- claytonnewsstar.com
- thedurhamnews.com
- easternwakenews.com
- garnercleveland.com
- theherald-nc.com
- midtownraleighnews.com
- northraleighnews.com
- southwestwakenews.com

Yahoo! “The Life Engine”

- 75% of the U.S. online population visits Yahoo! every month
- Yahoo! is number one in total minutes spent per month, and total pages viewed per month

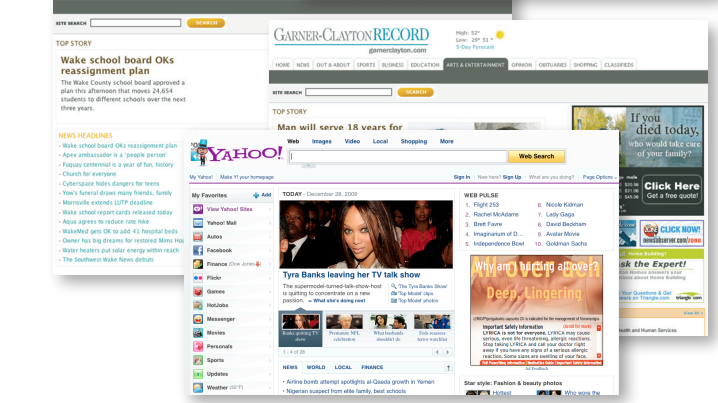
Triangle Online Network Search

- A simple, effective, and fully-managed Search Engine Market solution. Two options to choose from.

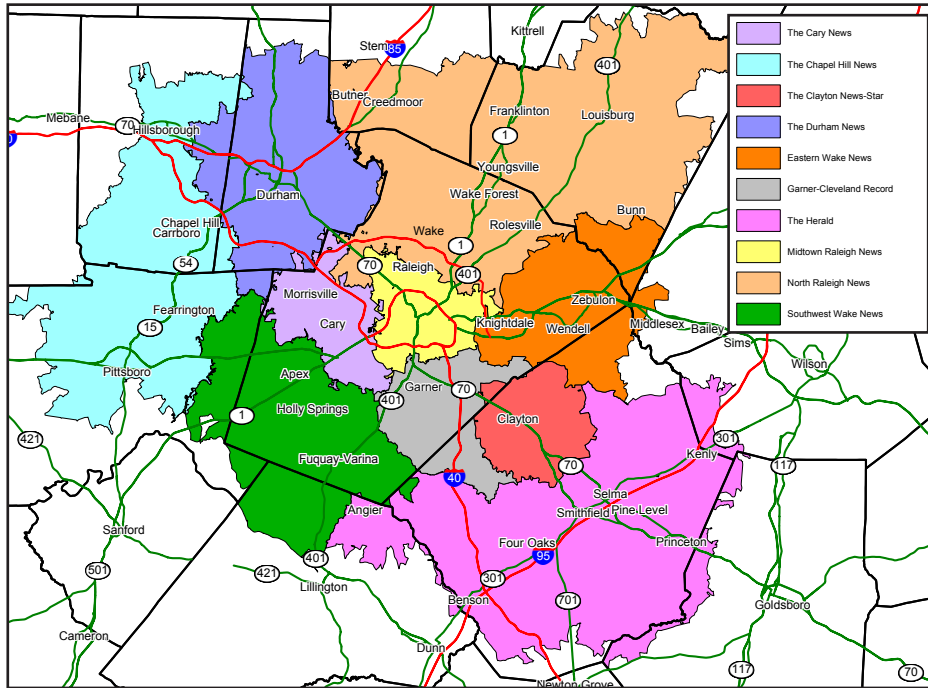
Online Advertising Options To Fit Any Budget

- See pages 11-13 for more details

Source: Scarborough Research, Raleigh-Durham DMA, October 2010-September 2011
*Omniure Site Catalyst, 2011



Targeted Marketing



**Total Market Coverage:
Reaching more than
663,000 homes**

Reach more than 663,000 homes with a combination of The News & Observer, our network of ten community newspapers and Midweek Values, our mailed non-subscriber jacket. Together, they provide nearly 100% market penetration in the most densely populated ZIP codes in the Greater Triangle.

Whatever your need for geographic coverage or your desired level of penetration within the market, we have the solution for you... from a single sub-ZIP code to mass reach of hundreds of thousands of households.



Target Smart

Let us be your one-stop, low-cost provider for design, printing and delivery of custom inserts.

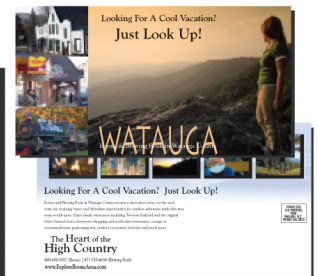
The News & Observer's Target Smart program offers a high-impact, cost effective and flexible way to deliver your advertising message to consumers. Flexible formatting and multiple printing options mean that we have a piece that will fit almost any budget, and short turn-around times allow you to focus on items and specials that will drive sales into your store.

For more information contact your News & Observer advertising account executive or Carol Temple at (919) 836-5643.

Direct Marketing

The N&O's Direct Marketing program offers you a precision in reaching potential customers that was previously unattainable. We develop custom programs to develop mailing lists that include your best customers and others who match their profile, and deliver your message with creative concepts from our award-winning advertising staff. N&O Direct Marketing is a turnkey service, from developing the database to creating the marketing campaign and mailing materials, maintaining your mailing list, and analyzing response to further increase effectiveness.

For more information contact Doug Rogers at (919) 836-5658.

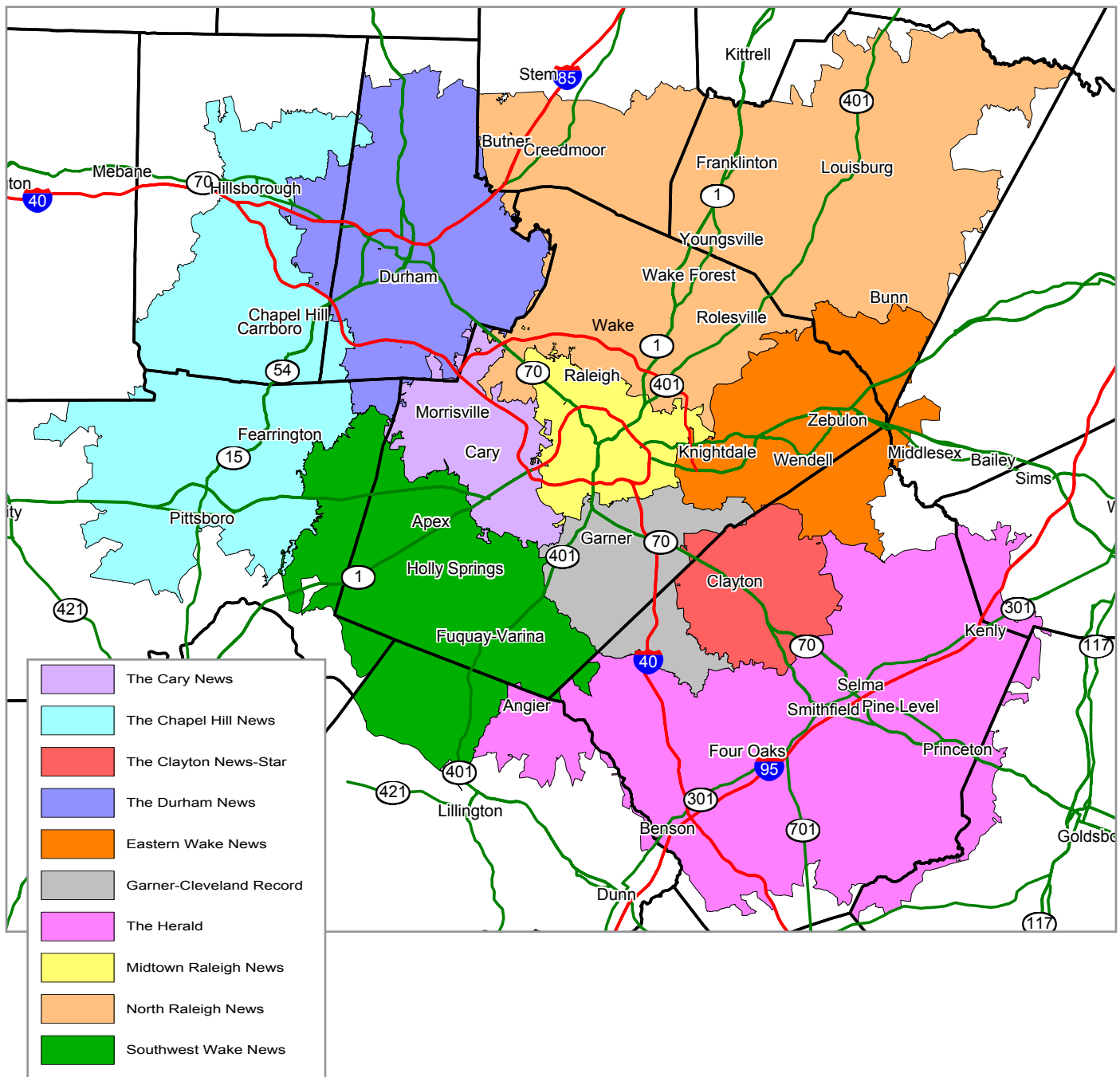


Community Newspapers

The News & Observer's community newspapers offer an ideal way for advertisers to reach people who live near their business. These editorial-based products are produced by News & Observer reporters and editors each week. Focusing on their individual communities, they provide local news and advertising readers cannot find anywhere else.

- A total distribution of more than 441,000 every Wednesday and 485,000 on Sunday.
- More than 345,000 of those copies go to households that do not subscribe to The N&O on Wednesday; 322,000 that do not subscribe on Sunday.
- Subscribers to The N&O receive their respective community paper with their newspaper. Non-subscribers in most single-family homes receive it as a stand-alone, carrier-delivered newspaper, along with advertising inserts.
- Front page ad strips are available for maximum ad exposure.
- Each of our community newspapers have a dedicated website with local advertising opportunities.

Community Newspapers Distribution Areas



Community Newspapers



The Cary News carynews.com

Circulation: 47,800 (Wed); 54,000 (Sun)
 Monthly Online Page Views: 81,800
 Area: Cary and Morrisville (ZIP codes - 27511, 27513, 27518, 27519, 27560, 27606, * 27607*)

Profile of distribution area:
 Average age 35.0
 Average HH income \$104,193
 Average value, owned home \$295,540



The Chapel Hill News chapelhillnews.com

Circulation: 38,300 (Wed); 40,600 (Sun)
 Monthly Online Page Views: 94,800
 Area: Carrboro, Chapel Hill, Hillsborough and Pittsboro (ZIP codes - 27278, 27312, 27510, 27514, 27516, 27517)

Profile of distribution area:
 Average age 37.7
 Average HH income \$84,876
 Average value, owned home \$321,245



The Clayton News-Star claytonnews-star.com

Circulation: 17,200 (Wed); 18,700 (Sun)
 Monthly Online Page Views: 24,300
 Area: Clayton (ZIP codes - 27520, * 27527)

Profile of distribution area:
 Average age 34.0
 Average HH income \$69,558
 Average value, owned home \$165,886



The Durham News thedurhamnews.com

Circulation: 67,000 (Wed); 72,800 (Sun)
 Monthly Online Page Views: 28,000
 Area: Durham County (ZIP codes - 27701, 27703, 27704, 27705, 27707, 27712, 27713)

Profile of adults 18+ in the distribution area:
 Average age 35.7
 Average HH income \$65,647
 Average value, owned home \$193,918



Eastern Wake News easternwakenews.com

Circulation: 23,000 (Wed); 25,000 (Sun)
 Monthly Online Page Views: 40,700
 Area: Knightdale, Wendell and Zebulon (ZIP codes - 27545, 27591, 27597)

Profile of distribution area:
 Average age 35.2
 Average HH income \$60,675
 Average value, owned home \$145,313



Garner-Cleveland Record garnercleveland.com

Circulation: 32,200 (Wed); 35,200 (Sun)
 Monthly Online Page Views: 15,200
 Area: Garner, Clayton, Cleveland and parts of Raleigh (ZIP codes - 27520, * 27529, 27603, * 27610*)

Profile of distribution area:
 Average age 35.5
 Average HH income \$70,027
 Average value, owned home \$172,967



The Herald theherald-nc.com

Circulation: 37,300 (Wed); 39,500 (Sun)
 Monthly Online Page Views: 88,500
 Area: Angier, Benson, Four Oaks, Kenly, Princeton, Selma and Smithfield (ZIP codes - 27501, 27504, 27524, 27542, 27569, 27576, 27577, 27592*)

Profile of distribution area:
 Average age 36.3
 Average HH income \$53,252
 Average value, owned home \$129,250



Midtown Raleigh News midtownraleighnews.com

Circulation: 68,800 (Wed); 75,200 (Sun)
 Monthly Online Page Views: 12,200
 Area: Raleigh (ZIP codes - 27601, 27603, * 27604, 27605, 27606*, 27607, * 27608, 27609, 27610, 27612, 27613*)

Profile of distribution area:
 Average age 36.4
 Average HH income \$67,716
 Average value, owned home \$243,275



North Raleigh News northraleighnews.com

Circulation: 64,100 (Wed); 73,800 (Sun)
 Monthly Online Page Views: 20,200
 Area: Raleigh, Butner, Creedmoor, Franklinton, Louisburg, Rolesville, Wake Forest and Youngsville (ZIP codes - 27613, * 27614, 27615, 27616, 27617, 27509, 27522, 27525, 27549, 27571, 27587, 27596)

Profile of distribution area:
 Average age 35.2
 Average HH income \$89,562
 Average value, owned home \$244,704



Southwest Wake News southwestwakenews.com

Circulation: 44,800 (Wed); 50,500 (Sun)
 Monthly Online Page Views: 12,200
 Area: Apex, Fuquay-Varina, Holly Springs, New Hill and Willow Spring (ZIP codes - 27502, 27523, 27526, 27539, 27540, 27562, 27592*)

Profile of distribution area:
 Average age 34.0
 Average HH income \$89,253
 Average value, owned home \$232,916

*Partial ZIP code



Friday Weekend Zones

Zoned advertising is available in the Weekend section every Friday. Weekend is The N&O's weekly entertainment guide, featuring things to do, movie and restaurant reviews and more.

ZIP Code	Area
NORTH ZONE	Circulation: Fri 44,700
27601	Downtown Raleigh
27604	Capital Boulevard
27605 / 27607 / 27608	Cameron Village, Wade Avenue, Five Points
27609	North Hills
27612 / 27613 / 27617	Crabtree Valley, Glenwood Avenue
27614 / 27615 / 27616	North Raleigh
27571 / 27587	Rolesville, Wake Forest
27508 / 27525 / 27549 / 27596	Bunn, Franklinton, Louisburg, Youngsville
27509 / 27522 / 27565 / 27572	Butner, Creedmoor, Oxford, Rougemont
27573 / 27581	Roxboro, Stern
27536 / 27537 / 27544	Henderson, Kipling, Kittrell
27556 / 27563 / 27589 / 27594	Middleburg, Norlina, Warrenton, Wise,
27842 / 27850	Henrico, Littleton

WEST ZONE **Circulation: Fri 49,000**

27606	West Raleigh
27511 / 27513 / 27518 / 27519 / 27560	Cary, Morrisville
27502 / 27523 / 27539 / 27540 / 27562	Apex, Holly Springs, New Hill
27526	Fuquay-Varina
27514 / 27516 / 27517	Chapel Hill
27701 / 27703 / 27704 / 27705 / 27706	Durham
27707 / 27708 / 27709 / 27712 / 27713	
27312 / 27510	Pittsboro, Carrboro
27330 / 27332 / 27505 / 28355	Sanford, Broadway, Lemon Springs
27376 / 28315 / 28327	West End, Aberdeen, Carthage, Pinehurst
28374 / 28387	Southern Pines
27252 / 27344 / 27559	Goldston, Siler City, Moncure
27243 / 27408 / 27215 / 27278	Efland, Greensboro, Burlington, Hillsborough
27302 / 27503	Mebane, Bahama
27262	High Point

SOUTHEAST ZONE **Circulation: Fri 38,700**

27603 / 27610	South Raleigh / Southeast Raleigh
27529	Garner
27520 / 27527	Clayton
27501 / 27592	Angier, Willow Spring
27545 / 27557 / 27591 / 27597	Knightdale, Middlesex, Wendell, Zebulon
27568 / 27569 / 27576 / 27577	Pine Level, Princeton, Selma, Smithfield
27504 / 27506 / 27521 / 27524	Benson, Buies Creek, Coats, Four Oaks
27893 / 27894 / 27896	Wilson
27801 / 27803 / 27804	Rocky Mount
27530 / 27531 / 27534	Goldsboro
28301 / 28303 / 28304 / 28305	Fayetteville
28311 / 28314	
28401 / 28403 / 28405 / 28409	Wilmington
28501 / 28504	Kinston
28560 / 28561 / 28562 / 28563	New Bern
Plus additional cities east of the Triangle	



Front Page Wraps & Spadeas

Put your advertising around The News & Observer and get the very best position available to capture reader interest. This wrap goes around the Main "A" news section of The News & Observer and give you three pages of advertising room.

A similar spadea wrap is available on the Home & Garden section on Saturdays.



Front Page Ad Notes

Readers can't miss these bright and bold ads attached to the section fronts of the paper. Front page ad notes are an attention-getting way to deliver special offers and promotions, to draw traffic to sales events and to direct readers to your ad inside the paper.

Polybags and Product Samples

Polybags can direct readers to same-day ads or inserts, are great couponing devices, provide immediate impact and can deliver product samples. For even easier execution, The News & Observer can design, print and deliver your polybag advertisement. All options are available on a ZIP code basis with only one bag available per day, per home.



Neighborhood Values

Each Tuesday, Wednesday and Thursday, preprinted inserts destined for home-delivered copies of The News & Observer are packaged inside Neighborhood Values, a four-page tab jacket. On Wednesdays, in areas served by a community newspaper, Neighborhood Values is inserted into the community newspapers.



Reaching 95,000 households on Tuesday and Thursday and 125,000 on Wednesday, one advertiser owns the entire jacket.

Press-Fed Inserts

A press-fed insert is an advertising supplement that is printed with the Sunday color comics. This product, available in 4-, 8-, and 12-page sizes with full color on every page, is inserted inside the Sunday Color Comics.



TV Weekly is by subscription only and delivered along with the Sunday News & Observer. This 44-page magazine has complete TV listings, sports listings, color photos, movie descriptions, TV crossword, gossip, games, and more.

Find more information about advertising with the many products and platforms of The News & Observer Publishing Company at www.newsobserver.com/advertising.

Dollar Volume Contracts – Full Run & Zone ^{1,2,3}							Zoned ROP ^{3, 4, 5}		
Rates based on 6-columns							ONLINE		
The N&O Full Run ROP							Weekend Section (Friday)		
Rate Level	Annual Minimum Expenditure	MON-THURS & Weekend Section	FRI & SAT	SUNDAY	6-COL LINE RATE	Liner Ads Per Day	North Zone	South-east Zone	West Zone
1	OPEN	\$120.19	\$124.02	\$149.67	\$10.69	\$1.75	\$39.20	\$21.92	\$37.68
2	\$1,000	94.11	99.77	118.37	8.46	1.50	28.81	16.22	26.02
3	\$2,000	86.23	91.40	108.44	7.75	1.35	27.38	15.57	25.11
4	\$4,000	81.50	86.55	102.51	7.32	1.25	26.42	15.09	24.49
5	\$7,000	77.37	82.17	97.32	6.95	1.20	25.62	14.65	23.89
6	\$10,000	74.97	79.61	94.27	6.73	1.20	24.99	14.21	23.26
7	\$15,000	72.52	77.02	90.97	6.50	1.20	24.36	13.79	22.68
8	\$20,000	69.63	73.94	87.36	6.24	1.20	23.88	13.51	22.25
9	\$30,000	66.53	70.64	82.57	5.90	1.15	23.40	13.23	21.78
10	\$40,000	64.11	67.74	80.01	5.72	1.15	23.30	13.17	21.68
11	\$50,000	61.71	64.82	77.46	5.53	1.15	23.18	13.10	21.58
12	\$75,000	60.15	63.53	76.27	5.45	1.15	23.08	13.05	21.47
13	\$100,000	59.27	62.57	75.15	5.37	1.10	22.96	12.99	21.37
14	\$150,000	58.09	61.32	74.01	5.29	1.10	22.86	12.93	21.26
15	\$225,000	57.49	60.69	73.28	5.23	1.10	22.74	12.86	21.17
16	\$300,000	56.64	59.21	72.52	5.18	1.10	22.74	12.86	21.17
17	\$400,000	55.53	58.63	71.31	5.09	1.10	22.74	12.86	21.17
18	\$500,000	54.97	58.04	70.78	5.06	1.10	22.74	12.86	21.17
19	\$600,000	54.34	57.60	70.23	5.02	1.10	22.74	12.86	21.17
20	\$700,000	53.69	57.15	69.68	4.98	1.10	22.74	12.86	21.17
21	\$800,000	53.25	56.44	69.34	4.95	1.10	22.74	12.86	21.17
22	\$900,000	52.72	55.88	68.65	4.90	1.10	22.74	12.86	21.17
23	\$1,000,000	52.20	55.32	67.97	4.86	1.10	22.74	12.86	21.17

- 1 All ROP rates reflected are net.
- 2 Dollar volume contracts may not be fulfilled with a single insertion.
- 3 Multiple day volume discounts are available for line ads ordered to run in any given week as follows: 2 days 10%; 3 days 15%; 4 days 20%; 5 days 25%; 6 days 30%; 7 days 40%. Discounts applied to calendar week of Monday-Sunday. Ads running skip days are discounted according to the number of ads in any given week. Ads that cross over calendar weeks will be discounted according to the days in each week.
- 4 Minimum zoned ad size is four (4) column inches unless ad is being repeated from full run.
- 5 Zoned Rates are for individual retail advertisers. Instate (multi-sig) zoned advertising will be charged zoned open rate.
- 6 Two zones, same section, maximum per day (one color charge per section for zoned color ads).

News & Observer Section Front Ad Strips

Ads must be 6 columns wide x 2" deep
 Rates include color and ads must run in color
 Rates include 75,000 GeoTargeted Leaderboard online impressions to run within 7 days, inclusive, of print ad
 Final Space Deadline advances 24 hours for section front ad strips
 Frequency time commitments do not have to be consecutive
 All ads are subject to creative review and acceptance by the Publisher
 All ads are excluded from repeat and discount programs

	Section A	All Other Sections
Monday-Thursday	\$3,500	\$2,800
Friday & Saturday	4,000	3,200
Sunday	4,500	3,600

Ad Strip Frequency Discounts*	
6x.....	10%
13x.....	15%
26x.....	20%
52x.....	30%

*These discounts apply only with a frequency contract.

Rates above are valid for Dollar Volume Contract Levels 1-14. See your account representative for rate levels 15 and higher.

Full Run ROP Full Color Rates

	Monday-Thursday & Weekend Section		Friday, Saturday & Sunday	
	Open	Contract	Open	Contract
Ads 20" or less	\$1,309	\$831	\$1,510	\$1,005
Ads 20.5" to 40"	1,745	1,108	2,011	1,341
Ads 40.5" to 126"	2,183	1,385	2,516	1,676

Zoned Full Color Rates

	Weekend Section (Friday)	
	Open	Contract
Ads 20" or less	\$420	\$320
Ads 20.5" to 40"	525	400
Ads 40.5" to 126"	601	458

Color Rates

- A. Color ads accepted daily and Sunday, subject to mechanical limitations.
- B. Reservations for color ads should be made seven (7) days in advance; printing material due four (4) days in advance. Please furnish a color key.
- C. These charges cover any size ad, up to a full page (no minimum).
- D. Charges will be doubled for double truck ads.
- E. Please note that due to printing and ink variances, the publisher does not guarantee the exact color match to matchprints, color keys or press proofs. Color screens will be matched to the best of our ability; no rebate or discount will be made in the event of color variances.
- F. Zoned color ads are charged once when running in two zones of the same section on the same day.
- G. Full run Weekend section color rates are 50% off above rates.

Weekly Contracts

All rates reflected are net.
 Weekly contract rates are available for a specific publication based on the rates outlined below. Weekly contract advertisers may run ads in other publications in addition to the contracted publication at the \$10,000 dollar volume rates as outlined on pages 12 and 13 and/or preprints in any publication as outlined on pages 16 (in-paper) and 19 (Midweek Values). Contract color rates apply to weekly contracts.

A weekly contract calendar week is defined as Sunday-Saturday. If a weekly contract advertiser fails to provide copy for an ad to run as stated on contract, Publisher may insert appropriate copy of the minimum size until new copy is furnished.

The News & Observer Full-Run ROP Weekly Contract Rates

Minimum number of full-priced column inches to be run each 7-day period Sunday through Saturday for 52, 26, or 13 consecutive weeks.

# of Weeks	Inches Per Week	MON-THURS & Weekend Section	FRI & SAT	SUNDAY	6-COLUMN LINE RATE
52	2	\$59.86	\$63.78	\$76.37	\$5.46
52	4	59.14	63.08	75.65	5.40
52	8	58.73	62.63	75.17	5.37
52	15	58.19	62.07	74.60	5.33
52	30	57.06	60.76	73.20	5.23
52	60	55.39	59.06	71.23	5.09
52	126	54.32	57.92	70.11	5.01
26	2	68.54	72.49	85.95	6.14
26	4	67.79	71.77	85.22	6.09
26	8	67.32	71.26	84.69	6.05
26	15	66.81	70.68	84.13	6.01
13	2	77.15	81.07	95.36	6.81
13	4	76.38	80.31	94.57	6.76
13	8	75.86	79.78	94.02	6.72
13	15	75.37	79.19	93.43	6.67

The News & Observer Zoned ROP Weekly Contract Rates

Minimum number of full-priced column inches to be run each 7-day period Sunday through Saturday for 52 consecutive weeks.

Number of Weeks	Inches Per Week	Weekend Section (Friday)		
		North Zone FRIDAY	Southeast Zone FRIDAY	West Zone FRIDAY
52	4	\$23.63	\$13.99	\$22.51

Bonus Circulation

The News & Observer
 To give advertisers maximum reach on holidays, The News & Observer will be distributed in the Triangle to weekday and Sunday-only subscribers on the following days:

- Presidents' Day
- Memorial Day
- Labor Day
- Thanksgiving Day
- Day After Thanksgiving
- Christmas Eve
- Christmas Day
- New Year's Eve
- New Year's Day

Sunday rates will apply. Ads in zoned editions published on holidays with bonus circulation will be charged a 20% premium on earned rate.

See page 12 for ROP requirements and specifications.

Dollar Volume Contracts – Community Newspapers ^{1,2} Rates based on 6-columns

		Community Newspapers - Wednesday & Sunday																	
Rate Level	Annual Minimum Expenditure	Midtown Raleigh News & North Raleigh News		The Cary News		Southwest Wake News		The Chapel Hill News		The Durham News		Eastern Wake News		The Clayton News-Star		Garner-Cleveland Record		The Herald	
		Inch Rate/Line Rate	Inch Rate/Line Rate	Inch Rate/Line Rate	Inch Rate/Line Rate	Inch Rate/Line Rate	Inch Rate/Line Rate	Inch Rate/Line Rate	Inch Rate/Line Rate	Inch Rate/Line Rate	Inch Rate/Line Rate	Inch Rate/Line Rate	Inch Rate/Line Rate	Inch Rate/Line Rate	Inch Rate/Line Rate	Inch Rate/Line Rate	Inch Rate/Line Rate	Inch Rate/Line Rate	
1	OPEN	\$39.20	\$2.80	\$37.18	\$2.66	\$30.84	\$2.20	\$23.24	\$1.66	\$23.24	\$1.66	\$23.24	\$1.66	\$23.24	\$1.66	\$23.24	\$1.66	\$24.33	\$1.74
2	\$1,000	28.81	2.06	28.14	2.01	23.34	1.67	13.63	0.97	18.70	1.34	12.53	0.90	9.71	0.69	14.17	1.01	17.98	1.28
3	\$2,000	27.38	1.96	26.29	1.88	21.81	1.56	13.03	0.93	17.92	1.28	12.33	0.88	9.60	0.69	14.01	1.00	17.78	1.27
4	\$4,000	26.42	1.89	24.89	1.78	20.65	1.48	12.44	0.89	17.14	1.22	11.93	0.85	9.29	0.66	13.56	0.97	17.21	1.23
5	\$7,000	25.62	1.83	24.26	1.73	20.12	1.44	11.85	0.85	16.36	1.17	11.63	0.83	9.06	0.65	13.21	0.94	16.77	1.20
6	\$10,000	24.99	1.79	24.05	1.72	19.95	1.43	11.33	0.81	15.58	1.11	11.27	0.81	8.78	0.63	12.81	0.91	16.25	1.16
7	\$15,000	24.36	1.74	23.84	1.70	19.77	1.41	10.99	0.79	14.81	1.06	10.99	0.79	8.55	0.61	12.48	0.89	15.84	1.13
8	\$20,000	23.88	1.71	23.48	1.68	19.48	1.39	10.59	0.76	14.03	1.00	10.81	0.77	8.42	0.60	12.28	0.88	15.59	1.11
9	\$30,000	23.40	1.67	23.00	1.64	19.08	1.36	10.13	0.72	13.24	0.95	10.72	0.77	8.35	0.60	12.18	0.87	15.46	1.10
10	\$40,000	23.30	1.66	21.78	1.56	18.07	1.29	9.81	0.70	13.13	0.94	10.66	0.76	8.31	0.59	12.12	0.87	15.38	1.10
11	\$50,000	23.18	1.66	21.41	1.53	17.76	1.27	9.56	0.68	13.01	0.93	10.42	0.74	8.11	0.58	11.84	0.85	15.02	1.07
12	\$75,000	23.08	1.65	21.04	1.50	17.45	1.25	9.29	0.66	12.89	0.92	10.18	0.73	7.93	0.57	11.57	0.83	14.68	1.05
13	\$100,000	22.96	1.64	20.62	1.47	17.10	1.22	9.03	0.65	12.78	0.91	9.85	0.70	7.67	0.55	11.19	0.80	14.20	1.01
14	\$150,000	22.86	1.63	20.22	1.44	16.77	1.20	8.76	0.63	12.66	0.90	9.50	0.68	7.40	0.53	10.80	0.77	13.70	0.98
15	\$225,000+	22.74	1.62	19.82	1.42	16.44	1.17	8.51	0.61	12.50	0.89	8.89	0.64	6.92	0.49	10.10	0.72	12.82	0.92

¹ All ROP rates reflected are net.

² Dollar volume contracts may not be fulfilled with a single insertion.

Front Page Ad Strips – Community Newspapers

Ads must be 6 columns wide x 2" deep
 Rates include color and ads must run in color
 Rates include 25,000 GeoTargeted Leaderboard online impressions to run within 7 days, inclusive, of print ad
 Ads must change with each run
 Final Space Deadline advances 24 hours for section front ad strips
 Frequency time commitments do not have to be consecutive
 All ads are subject to creative review and acceptance by the Publisher
 All ads are excluded from repeat and discount programs

The Cary News	\$995
The Chapel Hill News	\$645
The Durham News	\$645
The Clayton News-Star	\$395
Eastern Wake News	\$395
Garner-Cleveland Record	\$395
The Herald	\$645
Midtown Raleigh News	\$995
North Raleigh News	\$995
Southwest Wake News	\$645

Ad Strip Frequency Discounts*			
6x.....10%	13x.....15%	26x.....20%	52x.....30%

*These discounts apply only with a frequency contract.

Community Newspapers - Full Color Rates

	The Cary News, The Chapel Hill News, The Durham News, The Herald, Midtown Raleigh News, North Raleigh News, Southwest Wake News		The Clayton News-Star, Garner-Cleveland Record, Eastern Wake News	
	Open	Contract	Open	Contract
Ads 20" or less	\$327	\$228	\$294	\$205
Ads 20.5" to 40"	373	261	336	235
Ads 40.5" to 126"	466	327	419	294

Community Newspapers & Friday Weekend Section Zones* Modular Ad Rates

Prices include full color (subject to press availability)
 *Modular ads in the Friday Weekend section zones are limited to one zone per week

	Ad Size	The Cary News, The Chapel Hill News, The Durham News, The Herald, Midtown Raleigh News, North Raleigh News, Southwest Wake News	The Clayton News-Star, Garner-Cleveland Record, Eastern Wake News
		Full page	10.5" x 21"
Half page (horizontal)	10.5" x 10.5"	\$550	\$495
Half page (vertical)	5.16" x 21"	\$550	\$495
Quarter page	5.16" x 10.5"	\$395	\$355
Eighth page	5.16" x 5"	\$225	\$200

Community Newspaper Small Business Contract Rates

	52 of 52 Weeks		26 of 52 Weeks		13 of 26 Weeks		7 of 13 Weeks	
	Inch Rate	Line Rate	Inch Rate	Line Rate	Inch Rate	Line Rate	Inch Rate	Line Rate
The Cary News	\$15.00	\$1.07	\$16.00	\$1.14	\$16.50	\$1.18	\$17.00	\$1.21
The Chapel Hill News	8.00	0.57	8.50	0.61	9.00	0.64	10.00	0.71
The Clayton News-Star	8.00	0.57	8.50	0.61	8.75	0.63	9.00	0.64
The Durham News	8.00	0.57	8.50	0.61	9.00	0.64	10.00	0.71
Eastern Wake News	8.00	0.57	8.50	0.61	8.75	0.63	9.00	0.64
Garner-Cleveland Record	10.00	0.71	11.00	0.79	12.00	0.86	13.00	0.93
The Herald	12.50	0.89	13.50	0.96	14.00	1.00	14.50	1.04
Midtown Raleigh News	15.00	1.07	16.00	1.14	16.50	1.18	17.00	1.21
North Raleigh News	15.00	1.07	16.00	1.14	16.50	1.18	17.00	1.21
Southwest Wake News	14.00	1.00	15.00	1.07	15.50	1.11	16.00	1.14

Minimum ad size is 4 column inches.
 Small Business contract advertisers may publish an ad in other Community Newspapers at the equivalent Small Business contract rate. Other Community Newspaper ads will fulfill Small Business Contract if qualifications are met.
 Small Business Contract advertisers may publish in The News & Observer full-run or zones at the \$10,000 Dollar Volume Contract rate. The News & Observer ads will not count toward Small Business Contract fulfillment. Repeat rates do apply. Discounts cannot be repeated.

ROP Requirements and Specifications

ROP Depth Requirements

Standard 44" Web Columns

Number of Columns	Widths
1	1.61"
2	3.38"
3	5.16"
4	6.94"
5	8.72"
6	10.5"

Minimum depth 1 inch. Maximum depth 21 inches. Advertisements over 18 inches will be set to, or centered in, full column depth and charged as 21 inches. Ads are measured on the basis of 14 lines to the column inch.

Standard 44" Web Double Trucks

Number of Columns	Widths
9	14.38"
11	17.94"
13	21.5"

A full 13-column double truck must be a minimum of 10.5 inches deep. A minimum of 162 inches will be charged on double trucks less than 13 columns wide. Color charges will be doubled.

Modular Tabloid Ad Sizes

Ad Size	Widths
1/16 page	2.37" x 2.5"
1/8 page (vertical)	2.37" x 5.17"
1/8 page (horizontal)	4.92" x 2.5"
1/4 page	4.92" x 5.17"
1/2 page (vertical)	4.92" x 10.5"
1/2 page (horizontal)	10" x 5.17"
Full page	10" x 10.5"

Minimum depth 1 inch. Minimum depth of five-column ads is 2 inches. Maximum depth 10.5 inches. Advertisements measuring more than 9 inches deep on a tab page will be set to, or centered in, full column depth and charged as 10.5 inches.

TV Weekly Magazine

Back Page Ad	7.25" x 10"
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Copy Regulations

- Acceptance of all copy is subject to Publisher's approval.
- All political advertisements must have "Paid Political Advertising" at the top of the ad and "Paid for By" committee or individual's name and address at the bottom of the ad. Advance payment by check is required.
- Unsigned advertisements will not be accepted (except "teaser" ads from a bona fide advertiser or blind ads using a box number). The person responsible for placing "teaser" ads must have his or her name, address and phone number recorded in our files, which upon request will be disclosed to anyone, with the exception of "blind" employment advertisements.
- Advertising is accepted with the understanding that the merchandise or services offered are accurately described and willingly sold to customers at the advertised price. Deceptive or misleading advertising is never knowingly accepted.
- Artwork. Publisher shall not be liable for lost or damaged artwork or other materials submitted. Advertising material will be disposed of within 30 days after use unless advertiser or agency requests its return.
- Typography and borders specified by the advertiser will be followed when possible. All advertisements smaller than a full page must be bordered on all sides with a minimum 0.5 pt. rule. Publisher will not be held liable for ads that run without borders. Ads submitted for publication without borders will have a 0.5 pt. rule added to all sides. However, the newspaper's failure to do so will in no way make the Publisher liable for adjustment in cost should borderless ads run adjacent to one another.
- Typography smaller than 8 pt. sans serif or 10 pt. serif used in reverses is run at advertiser's risk.
- Screen photoprints finer than 85 lines or lighter than 20% in tone are used at advertiser's risk.
- The words "Paid Advertisement" will be printed in bold 12 pt. type at the top of any advertisement that, in the Publisher's judgment, is not clearly an advertisement and/or resembles news matter, and the right is reserved to insert the words "Paid Advertisement" above any copy.
- Any advertisement that appears similar to news stories with the use of headlines, bylines and stories combined in the usual fashion of editorial content will not be published.
- If advertiser does not provide specific copy or layout by production/proof deadline, the copy and layout produced by The News & Observer will be considered as authorized by the advertiser.

Split Run

Size requirements: Full-page ads only. Charges: Pagination-ready ads \$100.00 net. Ads requiring production work: \$125.00, plus \$25.00 per hour. Black and white ads preferred.

Repeat Policy & Multiple Purchase Discounts

The News & Observer

Within any five-day period, inclusive, a full-price ROP ad may be repeated or previewed up to four (4) times in The News & Observer at the following discounts off earned rate:

- Two ads will receive a 25% discount off each ad.
- Three to five ads will receive a 40% discount off each ad

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 75% or 60% contract fulfillment. Section placement of repeat ads is at the discretion of the Publisher. ROP automotive rates are not eligible for repeat discounts.

Full-Run Ads Repeating in Community Newspaper or Zones

Full-run, full-priced ads in The News & Observer may repeat in one or more community newspapers and/or The News & Observer Weekend Zone section, within any seven-day period after the full-run, full-priced ad at a 25% discount. 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 75% contract fulfillment. Two Friday Weekend Zones maximum per week. Full-run weekly contracts receive no contract fulfillment for zoned ads.

Full-Run Multi-Page Discounts

A list of multi-page discounts for contract advertisers is available upon request.

The News & Observer Zone and Community Newspaper Multiple Purchase

Ads publishing the same day in two or more Community Newspapers and/or Friday Weekend Zones, will receive a 25% discount off earned rate for each ad. Two Friday Weekend Zones maximum per week. 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.

Community Newspapers Sunday/Wednesday repeat

An ad running in a Community Newspaper may be repeated, with no changes in the very next issue of the same publication at a 25% discount off each ad. Discounts taken off earned rates. 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.

DISCOUNTS CANNOT BE COMBINED.

MODULAR-PRICED ADS DO NOT QUALIFY FOR REPEAT OR MULTIPLE PURCHASE DISCOUNTS.

All discounts are off earned rates, and no other discounts may be combined with these programs.

Color charges will be discounted at the same percentage as the ROP space in each ad. Repeat ads will receive the appropriate percentage contract fulfillment. These offers are exclusive of front page ads, magazines, guaranteed / anchored positions, "welcome back," contracts, front page ad notes/post-it notes, poly-bags, target smart (insertion and printing), 80brite and kraft products (insertion and printing), and pass-through expenses such as postage and printing charges.

Preprint Rates - Dollar Volume Contracts*

In Paper Preprint Rates - Apply to preprints delivered via The News & Observer Tuesday through Sunday and our community newspapers Wednesday and Sunday. These include: The Cary News, The Chapel Hill News, The Clayton News-Star, The Durham News, Eastern Wake News, Garner-Cleveland Record, The Herald, Midtown Raleigh News, North Raleigh News and Southwest Wake News.

		In-Paper Preprint Rates - N&O and Community Newspapers										
		For The News & Observer, The Cary News, The Chapel Hill News, The Durham News, Eastern Wake News, Garner-Clayton Record, The Herald, Midtown Raleigh News, North Raleigh News and Southwest Wake News										
Rate Level	Annual Minimum Expenditure	1/2 Single Sheet	Full Single Sheet	4-Tab	8-Tab	12-Tab	16-Tab	20-Tab	24-Tab	28-Tab	32-Tab	36-Tab
1	OPEN	\$40.04	\$42.52	\$47.66	\$55.44	\$65.73	\$76.46	\$85.86	\$88.55	\$91.24	\$93.92	\$96.70
2	\$1,000	34.03	36.15	40.52	47.12	55.97	64.99	73.80	76.46	79.14	81.84	84.29
3	\$2,000	34.03	36.15	40.52	47.12	55.97	64.99	73.80	76.46	79.14	81.84	84.29
4	\$4,000	28.73	31.24	36.39	44.17	54.15	64.99	73.80	76.46	79.14	81.84	84.29
5	\$7,000	28.73	31.24	36.18	43.96	53.89	64.68	73.58	76.26	78.94	81.63	84.07
6	\$10,000	27.48	29.99	35.11	42.92	52.80	63.65	72.58	75.26	77.94	80.63	83.08
7	\$15,000	27.48	29.99	34.70	42.47	52.54	63.34	72.10	74.78	77.45	80.15	82.60
8	\$20,000	26.24	28.73	33.81	41.64	51.43	62.28	71.52	74.19	76.89	79.57	82.02
9	\$30,000	26.24	28.73	33.64	41.41	51.18	61.99	71.03	73.71	76.40	79.13	81.54
10	\$40,000	24.96	27.48	32.50	40.31	50.09	60.92	70.42	73.14	75.85	78.55	81.01
11	\$50,000	24.96	27.48	32.43	40.21	49.85	60.63	70.20	72.96	75.56	78.25	80.69
12	\$75,000	24.96	27.48	32.33	40.12	49.62	60.33	69.90	72.79	75.25	77.94	80.39
13	\$100,000	24.96	27.48	32.26	39.95	49.38	60.04	69.57	72.61	74.94	77.63	80.07
14	\$150,000	24.96	27.48	32.18	39.82	49.13	59.76	69.40	72.44	74.31	77.00	79.45
15	\$225,000	23.14	24.44	31.18	38.63	48.71	59.57	62.28	64.99	67.72	70.42	75.45
16	\$300,000	23.14	24.44	31.04	38.36	48.00	59.28	61.99	64.83	67.55	70.26	75.28
17	\$400,000	23.14	24.44	30.89	38.06	47.77	59.00	61.68	64.68	67.39	70.08	75.09
18	\$500,000	23.14	24.44	30.17	37.66	47.35	58.23	60.92	63.65	66.37	69.06	73.53
19	\$600,000	23.14	24.44	29.74	37.22	47.13	57.97	60.78	63.48	66.21	68.90	73.35
20	\$700,000	23.14	24.44	28.59	36.39	45.57	56.85	59.57	61.99	64.99	67.72	72.57
21	\$800,000	23.14	24.44	28.51	36.31	45.36	56.59	59.43	61.83	64.83	67.55	72.40
22	\$900,000	23.14	24.44	28.45	36.22	45.14	56.31	59.28	61.68	64.68	67.39	72.22
23	\$1,000,000	23.14	24.44	28.38	36.13	44.91	56.04	59.14	61.54	64.52	67.23	72.05

Midweek Values Preprint Rates - Apply to preprints delivered via Midweek Values, our mailed non-subscriber publication on Wednesday. Rates below are based on average weight of each size and are subject to an additional \$5.75 per thousand per 1/10 of an ounce over the average weight. See average weights on chart on page 17. Fractional weights are rounded up to the next 1/10 ounce.

		Midweek Values - Mailed Preprint Rates										
Rate Level	Annual Minimum Expenditure	1/2 Single Sheet	Full Single Sheet	4-Tab	8-Tab	12-Tab	16-Tab	20-Tab	24-Tab	28-Tab	32-Tab	36-Tab
1	OPEN	\$30.41	\$34.24	\$39.57	\$50.78	\$67.31	\$86.54	\$106.83	\$126.06	\$145.29	\$166.66	\$185.87
2	\$1,000	30.11	33.89	39.17	50.28	66.65	85.68	105.76	124.80	143.84	164.99	184.03
3	\$2,000	29.79	33.56	38.78	49.76	65.97	84.80	104.70	123.55	142.39	163.32	182.16
4	\$4,000	29.51	33.21	38.37	49.26	65.31	83.95	103.63	122.28	140.93	161.66	180.32
5	\$7,000	29.19	32.86	37.97	48.74	64.63	83.09	102.56	121.02	139.47	160.00	178.45
6	\$10,000	28.90	32.53	37.58	48.24	63.95	82.21	101.50	101.50	119.76	138.02	158.31
7	\$15,000	28.45	32.02	37.00	47.47	62.94	80.93	99.90	117.87	135.84	155.83	173.81
8	\$20,000	27.98	31.50	36.40	46.72	61.92	79.62	98.29	115.98	133.66	153.33	171.01
9	\$30,000	27.67	31.15	36.01	46.21	61.27	78.74	97.23	114.72	132.21	151.66	169.16
10	\$40,000	27.38	30.81	35.61	45.70	60.59	77.89	96.16	113.46	130.75	149.99	167.29
11	\$50,000	27.07	30.48	35.22	45.20	59.91	77.03	95.08	112.20	129.32	148.32	165.43
12	\$75,000	26.92	30.30	35.01	44.93	59.59	76.58	94.55	111.56	128.58	147.50	164.51
13	\$100,000	26.75	30.13	34.81	44.68	59.24	76.15	94.02	110.94	127.86	146.67	163.57
14	\$150,000	26.60	29.97	34.63	44.42	58.91	75.74	93.49	110.31	127.12	145.82	162.65
15	\$225,000	26.46	29.78	34.41	44.18	58.57	75.30	92.95	109.68	126.40	144.99	161.72
16	\$300,000	26.32	29.62	34.23	43.91	58.23	74.87	92.42	109.05	125.68	144.16	160.78
17	\$400,000	26.15	29.45	34.02	43.67	57.90	74.42	91.88	108.42	124.95	143.33	159.86
18	\$500,000	26.00	29.27	33.83	43.41	57.56	73.99	91.35	107.78	124.23	142.49	158.94
19	\$600,000	25.85	29.10	33.63	43.16	57.22	73.56	90.82	107.15	123.49	141.66	158.00
20	\$700,000	25.69	28.94	33.44	42.90	56.88	73.13	90.29	106.53	122.78	140.82	157.07
21	\$800,000	25.55	28.76	33.23	42.65	56.55	72.71	89.75	105.90	122.05	140.00	156.14
22	\$900,000	25.40	28.59	33.04	42.40	56.20	72.26	89.22	105.26	121.32	139.17	155.21
23	\$1,000,000	25.26	28.43	32.83	42.15	55.87	71.83	88.67	104.63	120.59	138.32	154.29

*All rates reflected are net; rates are subject to change with 60 days written notice.

Preprint Rates - General Information

General Information

- A. The News & Observer Publishing Company offers these options for the distribution of single-advertiser preprints:
1. Carrier delivery via The News & Observer Tuesday through Sunday
 2. Carrier delivery via our community newspapers Wednesday and Sunday. These include: The Cary News, The Chapel Hill News, The Durham News, Eastern Wake News, Garner-Clayton Record, The Herald, Midtown Raleigh News, North Raleigh News and Southwest Wake News.
 3. Mail delivery via Midweek Values, our mailed non-subscriber publication on Wednesday.
- B. Any insert whose size, weight or overall condition interferes with the timely delivery of our newspaper will not be inserted.
- C. Any costs incurred by our newspapers related to jogging, straightening or otherwise preparing preprints for insertion will be passed along to the advertiser. This includes, but is not limited to, cancellations and changes in scheduling or zoning that occur after published deadlines. **Preprint orders that are cancelled or changed after established deadlines will result in a charge equal to \$500 per event.**
- D. Preprints arriving after deadlines and causing production delays will incur a late fee of \$1,500.
- E. Multi-advertiser preprints sold and produced by unauthorized outside agents will not be accepted.
- F. The Publisher reserves the right to prioritize acceptance of preprints on heavy distribution days based on total quantity inserted on that particular day. Specifically on Sundays in November and December, preprints of fewer than 135,000 copies will be accepted only on a space-available basis.
- G. The advertiser's scheduling of preprints with us signifies the acceptance of these conditions.

In-Paper Preprint Quantity Discounts

Preprint advertisers can earn discounts from earned rates shown based on quantities distributed per event in any combination of The News & Observer, Midweek Values, The Cary News, The Chapel Hill News, The Clayton News-Star, The Durham News, Eastern Wake News, Garner-Cleveland Record, The Herald, Midtown Raleigh News, North Raleigh News and Southwest Wake News. To earn the discount when products are combined, preprints must run within a six-day period, inclusive. Discounts apply to earned in-paper rates only as follows:

Total in-paper distribution	Discount
50,000 - 124,999	2.5%
125,000 - 224,999	5.0%
225,000 - 299,999	7.5%
300,000 or more	10.0%

A minimum charge of \$2,500 applies, regardless of quantity distributed, on Sundays and all bonus circulation days as outlined on page 12.

Preprint Quantities

Please contact your account executive for current preprint insertion quantities and minimums.

Minimum insertion quantity is 10,000 for The News & Observer, The Cary News, The Chapel Hill News, The Clayton News-Star, The Durham News, Garner-Cleveland Record, The Herald, Midtown Raleigh News, North Raleigh News and Southwest Wake News and minimum insertion quantity is 5,000 for Eastern Wake News. Insertions submitted that are below the outlined minimum quantities will be billed at the minimum quantity.

Midweek Values

Rates for preprinted inserts delivered via Midweek Values, our mailed non-subscriber publication, are based on weight. See page 15 for preprint rates.

Calculating Preprint Charges

Preprint charges are determined by multiplying the cost per thousand (CPM) by the quantities required of the areas selected (less spoilage). Rates are listed according to tab pages. Standards are billed according to their tab equivalence (Example: A 4-page standard and an 8-page tab are billed at the 8-page tab rate). In cases where conversion to tabloid pages does not result in size listed on the rate card, the preprint will be billed at the rate for the next larger size.

In-paper tabs larger than 36 pages will be charged an additional \$2/m for each 4-page increment after 36 pages. Inserts running in Midweek Values that are larger than 36 pages will be charged an additional \$4.50 per thousand for each tab page increment larger than 36 pages.

Average Weights - For Mailed Preprints

Pricing will be determined by actual ounce weight of inserts (rounded to the closest weight on rate card). Contact your account executive for pricing.

Size	Ounces
1/2 Single Sheet	0.11
Full Single Sheet	0.25
4-Tab	0.4
8-Tab	0.6
12-Tab	0.9
16-Tab	1.2
20-Tab	1.5
24-Tab	1.8
28-Tab	2.1
32-Tab	2.5
36-Tab	2.7

Note: Factors such as paper size, paper type and others can affect the weight of your insert. This table is only a general guide.

See page 16 for preprint requirements and specifications.

Preprint Requirements & Specifications

1. Reservations: The News & Observer and community newspaper preprints – Wednesday at noon for Tuesday through Sunday of the following week. Note that reservation deadline for Sunday is 11 days prior to publication or in-home date. Midweek Values preprints – Tuesday at 1 p.m., eight days prior to publication. The News & Observer reserves the right to prioritize acceptance of preprints on heavy distribution days based on total quantity inserted on that particular day. Because of mechanical restrictions, the number of insertions on a given day is limited. Preprints are accepted on a first-come, first-served basis. **Preprint orders that are cancelled or changed after established deadlines will result in a charge equal to \$500 per event.**
2. Delivery: The N&O and community newspaper preprints – noon on Friday, nine days prior to publication for Sunday inserts. Weekday inserts must be delivered by 4 p.m. three working days prior to publication date. Midweek Values preprints – Thursday at 4 p.m., six days prior to publication date. Deadlines are advanced 24 hours during holiday periods. You will be notified by your account executive of advanced deadlines.
3. All preprints must be suitable for machine insertion. Maximum Size: 12" (folded edge) x 11" (edge perpendicular to the folded edge). Minimum size: 7" (folded edge) x 5" (edge perpendicular to the folded edge).
4. Preprints larger than the maximum size must be quarter-folded. All 4-page tabs printed on newsprint or similar light stock must be quarter-folded. Single sheet thickness of 0.007 mil is recommended for optimum performance. Acceptance of preprinted inserts less than 0.007 mil thick is done at advertiser's risk.
5. Advertisers requesting to insert preprints not meeting the above requirements must submit a sample of at least 150 copies for evaluation and testing.
6. Quantities: Projected distribution quantities are available 90 days in advance.
7. On Sundays in November and December, preprints of fewer than 135,000 copies will be accepted only on a space-available basis.
8. Content: If any portion of the preprint simulates news copy, the page(s) must be identified as "Paid Advertising." As with ROP advertising, the Publisher has the right to review and reject all inserted material.
9. Publisher reserves the option of pre-inserting preprint sections, one inside another, to meet mechanical and publishing requirements. In such instances, no adjustments will be made.
10. Packaging and Shipping: Palletized, preferably topped with a wooden brace or rigid cardboard and cross-banded with double steel or plastic straps on each side on non-returnable skids stacked in equal turns, not to exceed 5 inches in depth, stacked to a maximum height of 5 feet, maximum weight 2,000 lbs. Ship freestanding fliers/cards in cartons. Shipments received in poor condition, or which require additional handling, will incur an additional charge per thousand to the advertiser or may be rejected for insertion. Preprints arriving after deadline and causing production delays will incur a late fee of \$1,500.
11. Each skid must show a copy of the preprint, the number of copies on the skid, the total number of copies delivered and the total number of skids.

12. Preprints for multiple dates and/or multiple publications may not be packaged on the same skid. The only exception to this is for preprints designated for multiple community papers on the same day. Publisher will not be responsible for lost or shorted copies as a result of combining multiple dates and/or publications on the same skid.
13. Publication date, if known, should also be marked on the skid. Shipments of preprints must be accompanied by an invoice designating the number of skids and the total quantity shipped. Multiple versions on one shipment must be noted on both invoice and pallets.
14. The News & Observer Publishing Company will not be held responsible for shortages due to improperly dried ink, inconsistent cutting or folding, improperly banded skids or damage during shipment. If extra handling is required because of any of the above problems, a surcharge will be added to the normal cost of insertion.

SHIPPING INFORMATION

Preprints
The News & Observer Publishing Company
1400 Mechanical Boulevard, Garner, NC 27529

Polybags and Product Samples
The News & Observer Publishing Company
1402 Mechanical Boulevard, Garner, NC 27529

Preprint and Receiving Supervisor
Shelley Summerlin (919) 836-5669

Receiving Hours: Mon-Fri 7 a.m. - 7 p.m.
Closed on National Holidays

15. Preprints, polybags and product samples running in multiple publications must be split out and tagged for each publication.
16. Multi-advertiser preprints sold and produced by unauthorized outside agents will not be accepted.
17. Preprint insertion charges, as well as in-house printing charges, are applicable toward fulfillment of ROP contracts. To determine the number of inches applied to ROP contracts, divide the cost of the preprint by the applicable ROP rate.
18. The advertiser's scheduling of preprints signifies the acceptance of all requirements, specifications and general information.
19. Standard-size preprints having pages that exceed 264 square inches in overall area per page will be billed at the next higher rate.

Product	Min Thickness	Min Dimension	Max Dimension
1/4 Single Sheet		5" x 7"	8.5" x 5.5"
Single Sheet	.007 mil	8.5" x 5.5"	11" x 12"
Tab			up to 132 square inches
Standard		greater than 132 square inches	
4 tab (or greater)	.008 mil	5.5" Cut Edge 6.5" Fold Edge	11.5" Cut Edge 13.5" Fold Edge

Interactive Media - Run of Network Ads & Fixed Positions

Banner Ads - Run of Network¹

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

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 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

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 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		\$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

¹Banner 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)

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

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

⁴See your account executive for details on the geographies that are available

⁵Rich Media creative charges apply.



triangle.com

The area's premiere entertainment 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	\$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.

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*	\$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

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

The News & Observer Publishing Company, Inc.

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
garnercleveland.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
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
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
Blogs

LIFE:
Fitness
Food
Home/Gardens
Weddings
Religion
Travel
Family
Style
Horoscope
Blogs

ENTERTAINMENT:
Arts
Books
Dining
Music
People
TV/Movies
Blogs

POLITICS:
Local
State
National
Blogs

OPINION:
Editorials
Other Views
Letters to the Editor
Blogs

Obits
Deal\$
Classifieds
Jobs
Real Estate
Cars

Advertising Rate Policies

Local

Local rates apply only to individual retail businesses with permanent locations in North Carolina that sell directly to the consumer. Ads containing more than one business will be charged the In-State rate. Local rates cannot be shared among multiple businesses unless those businesses have common ownership.

Political/Social Issues

National earned rates apply to presidential election advertising and nationwide social issues advertising. For national congressional election advertising and statewide social issues, earned In-State rates apply. Local rates are applicable only to local and district elections and to local social issues advertising. 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.

In-State

In-State rates apply to advertising containing two or more company logos, including dealer list and co-op advertising. In-State rates apply to advertising from distributors, wholesalers, bottlers, brokers, manufacturers, manufacturers' agents, public utilities, trade associations or other non-retail advertising located in the state of North Carolina.

Internet service providers and telecommunications service providers of the telephone, paging and wireless industry are charged In-State rates. Local retailers selling only the product are charged at the Retail Rate.

Advertising placed by organizers of transient events, such as seminars or special sales held at locations not owned by the organizers, such as hotels/motels or convention centers, are charged In-State rates.

Insurance companies with their home office in North Carolina are charged the In-State rate. Out-of-state insurance companies are charged the National rate. Local insurance agencies are charged the Retail rate.

Recruitment Advertising Agency Rates

Recruitment Agency Rates apply only to advertising placed by advertising agencies specializing in help wanted advertising. These rates are commissionable at 15% off the earned rate. In-house advertising agencies qualify for the Local, In-State or National non-commissionable rate based on their criteria.

National

National rates apply to advertising for products, services and/or companies that do not have permanent retail locations in North Carolina. This includes but is not limited to the following: major transportation companies, such as airlines, cruise lines, bus lines and railways; insurance companies with home offices outside North Carolina; national elections, national political and social issue-oriented advertising; federal government agencies; mutual funds, out-of-state stock brokerage companies; packaged goods; health and beauty aids; network TV and radio, communication companies and publishers, national satellite radio and cable TV networks; and travel destinations located outside North Carolina, South Carolina, Virginia, Washington, D.C. and Tennessee.

National rates apply to advertising that the Publisher has established, or will establish, as being national.

Charitable

Subject to approval, the charity rate is extended to local churches, charities, civic clubs and local community service and arts associations. Rates are based on the \$20,000 dollar-volume level.

Tier 1 and 2 Automotive

Tier 1 and 2 automotive advertisers may advertise in either ROP, Midweek Values (our non-subscriber product), Direct Mail, Automotive Classified or a combination of the four. Preview/repeat discounts are available. SAU 6 column format is used for Classified Automotive as well as ROP. Contact Wayne McPeters at wayne.mcpeters@newsobserver.com or (919) 836-5796, or by fax at (919) 836-5734 for rates and more information.

Credit and Payment Policy

Credit Policy

Arrangements for credit must be made prior to publication deadlines. Advertising agencies acting on behalf of advertisers are agents for the advertisers unless specifically accepted as principals by the Publisher in writing. Sequential liability or other disclaimer statements contained in an advertising agency's insertion order, contract, etc., are not acceptable. Credit is not available to advertising agencies that use disclaimers.

Terms are net twenty-five (25) days for accounts with established credit. Delinquent accounts are subject to suspension of advertising and, in addition, future credit privileges may also be suspended. In the event of disputes, payment is expected for the undisputed portion, along with written notification within thirty (30) days of the reason for amounts deducted. Failure to receive tearsheets is not recognized as a valid reason to withhold payment. Should legal proceedings or collection actions by a third party be instituted to collect any amount due, Publisher shall be entitled to its reasonable attorneys' fees and/or collection cost. In the event of non-payment resulting in collection action, contracts for lower rates are void for future advertising. In the event a check is returned from the bank, the account will be subject to a \$25 processing fee.

The News & Observer Publishing Company bills in 12 periods roughly equivalent to calendar months.

Payment

- A. Retail rates are non-commissionable.
- B. All advertising must be paid in full, in advance of ad schedule and production, unless credit has been established with our business office.
- C. Bills are considered accurate unless notification is received no later than fifteen (15) days following the date of the statement.
- D. Finance charges of 18% APR will be added to balances not paid by the date indicated for each month on the calendar located on the back cover of this Rate Card. Additional services may be subject to suspension of credit until payment is rendered.
- E. In case of billing disputes, extensions of time for payment may be allowed, and finance charges may be waived on the portion of line-item charges that are in dispute and for which notification has been properly made. However, no such extensions will be granted on the portion of line-item charges that are properly billed and with which there is no dispute.
- F. For notification and resolution of disputed insertion charges, please contact your advertising account executive.

Research & Market Information

The News & Observer's Market Research Department offers a wealth of research resources aimed at helping you gain a better understanding of our marketplace. It includes media reach, demographics and lifestyles of the population, ZIP code information, traffic counts, retailers' and shopping centers' shares of market, maps and advertising/marketing consultation. Market research information is provided by Scarborough Research and Claritas Inc. For more information call (919) 829-4843.

Digital Ad Delivery

The News & Observer encourages digital ad delivery over its Internet site at <http://so.expresskcs.com/advportal-us03/camera/Raleigh/>. The preferred platform is Adobe Acrobat PDF or EPS files. Multi-Ad Creator, Quark Xpress, Adobe InDesign, Adobe Photoshop and Adobe Illustrator are preferred software applications. We recommend that all files be accompanied by hard copy proof, which may be sent by fax. All ads must be received by digital ad receipt deadlines and meet spec requirements. If ads require additional work, files should be received by normal production deadlines. Any additional time required to process ads that do not meet The News & Observer's specifications will be charged at \$50 per hour. We are not responsible for ads received that do not conform to specifications. Other means of electronic delivery such as AP AdSend®, Fast Channel®, and AdTransit® are available. The News & Observer will work with you in creating a process that best fits your needs. For more information visit our Internet site at <http://addrop.newsobserver.com> or call Daryl Burger at (919) 836-5736.

Self Service Ad Placement

Select ads can be placed and purchased online at: <http://placead.newsobserver.com>.

Ads can be placed for publication in The News & Observer or any of our nine community newspapers. The following categories are now available using our self service platform:

Real Estate: Submit your Featured Homes ads online and save money

Employment/Jobs: Place your ad in print or on trianglejobs.com

Automotive/Cars: Four packages to choose from

Special announcements: Weddings, engagements and anniversaries

Miscellaneous Classifieds: Merchandise and other items for sale

Obituaries: In addition to brief death notices published without charge as news, we offer the opportunity for more extensive obituaries and memorials.

Art Services

The News & Observer's Creative Services Department can design rough or finished layouts for one advertisement or entire campaigns at no charge. There is a charge for original art, special lettering and special typography. Original art is \$50 per hour (1 hour minimum).

Photography


The News & Observer's Creative Services Department will take photographs for the following charges: photos taken at The News & Observer \$100 per hour (1 hour minimum). Photos taken on location \$100 per hour, plus 38¢ per mile (1 hour minimum).

Proofs

- One proof can be delivered by the following means when copy is turned in by production deadlines:
 - Eproofs, our online proofing system. For more information contact your account executive.
 - Fax service.
 - Dispatch service provided by The News & Observer on ads 9" or larger if delivery location is within designated delivery areas. Your account executive can provide this information.
- Proofs are furnished only for the corrections of typographical error, not deviation from original copy. If advertiser changes original copy, layout, or illustrations, there will be a charge for extra composition.
- Proofs furnished to advertisers may not be reproduced, photographed, televised or otherwise made public prior to publication in the newspaper.

Composition

- For proof changes that deviate from original layout: \$50 per hour (\$25 minimum).
- Remaking of negatives or plates for changes due to fault of advertiser will result in a charge of \$100.
- Cancelled ads produced by The News & Observer will be charged a minimum composition fee of \$50.



[THE HERALD](#) | [Chapel Hill News](#) | [The Durham News](#) | [Eastern Wake News](#)
[SOUTHWEST WAKE NEWS](#) | [GREEN CLAY RECORD](#) | [THE CARY NEWS](#) | [North Raleigh News](#) | [Midtown Raleigh News](#)

[Home](#) | [Why Advertise](#) | [Pricing & Deadlines](#) | [FAQs](#) | [Contact Us](#)

Get your message heard!

Use the power of the Triangle's leading media network.

Do you have something to sell, a job opening to fill, or a home to rent? The N&O Advertising Network offers a vast range of products to showcase your message. With 10 newspapers and 25 websites serving the residents of the Triangle area, we provide a cost-effective and dynamic way to reach your target audience.

To get started, tell us a little about yourself and your advertising needs using the form to the right.



About you

I am

A

...who wants to

Reset

Place ad

Terms and Conditions

Publisher's Right to Reject/Cancel. Publisher reserves the right to edit, classify, reject or cancel any portion or all advertising as determined in Publisher's sole discretion. Any advertising language that does not comply with Federal, State or local laws including, without limitation, those regarding the prohibition of discrimination in employment, housing and public accommodation will be rejected. Web URLs are accepted if incidental to the advertising content and must occupy no more than 10% of the ad space. Web URLs must be related to non-content aggregated sites and should not link to other content aggregated sites.

Advertising Errors. Advertising should be checked for errors by the Advertiser on the first day of publication. Credit for Publisher's errors in advertisements will be allowed for the first insertion only. No typographical mistakes will be considered for adjustment if any part of advertisement was received after Production/Proof Deadline as specified in this Rate Card. No credit is made for errors that do not materially affect the value of the advertisement. Publisher will not be responsible for errors due to incorrect material supplied to it.

Shared Mail Services. All shared mail services (Midweek Values) are weight-based and subject to postal rate increases.

Media. The parties hereby agree that Publisher may publish, preserve, record and distribute Advertiser's advertising in The News & Observer newspaper, in any format or media now existing or hereafter invented in which the newspaper is published, preserved, recorded or distributed.

Errors in Other Products and Services. Publisher shall not be liable for any error in product production or services aside from corrections marked by the Advertiser on a requested proof. Should ordered product quality become an issue, the Publisher will make commercially reasonable efforts with Advertiser and/or the third-party product provider to resolve said issue satisfactorily, but no guarantee is expressed or implied.

Artwork. Publisher shall not be liable for lost or damaged artwork or other materials submitted.

Assignment. Advertiser shall not assign any of its rights, duties or obligations under the Contract without the express written permission of Publisher. Advertiser shall not resell any advertising purchased under this Contract. If any online advertising includes space for an advertising link, such link shall only connect to the Advertiser's website and shall not be sold, given or transferred in whole or part to any other person, firm or corporation without advance, written permission from Publisher.

Cancellation Charges. Any ad cancelled after final space deadline is subject to a cancellation fee equal to 25% of the total charge of the ad.

Confidentiality. Advertiser agrees not to disclose the terms of the Contract, including but not limited to the rates offered thereunder, to any third party without the prior written consent of Publisher, such consent to be granted in Publisher's sole discretion.

Payment Delinquency and Collection. To receive the rates stated in the Rate Card referenced on the front page of the Contract, Advertiser's expenditures with Publisher must meet or exceed the Annual Investment Level, based upon the rates set forth in the applicable Rate Card attached thereto. If any undisputed payment due Publisher is delinquent by more than forty-five (45) days or in the event of any material breach of any of the terms and conditions, herein, Publisher, in addition to its other rights hereunder, may terminate the Contract for cause. Delinquent accounts, in addition to Publisher's other remedies, may be subject to withholding of any other advertising or products or services until Advertiser's accounts are paid in full. In the event it becomes necessary for Publisher or assignee to threaten or institute proceedings against Advertiser for collection of amounts unpaid under the terms of the Contract, Advertiser agrees to pay all costs of collection, including reasonable attorneys', collection agency and/or court costs and fees.

Failure to Make Progress. If in Publisher's sole reasonable discretion, Advertiser's Net Billings do not equal or exceed the quarterly prorated amount of the Annual Investment Level,

Publisher may request Advertiser provide written assurances of fulfillment of its Annual Investment Level. Advertiser shall provide such detailed, written assurances to Publisher within 15 calendar days of receipt of the request. If in Publisher's sole reasonable discretion, Advertiser fails to provide adequate and reasonable assurances, Publisher may terminate the Contract for cause.

Taxes. In the event any tax is imposed on the products or services provided by Publisher, the Advertiser specifically agrees that such tax or taxes shall be added to the rates set forth on the then-current Rate Cards or proposal.

Pass Through Expenditures. Pass Through Expenditures are those expenses billed to the customer for which The News & Observer does not intend to generate a profit, including without limitation, taxes, postage and agency commissions.

Termination. Either party may terminate the Contract without cause in writing upon thirty (30) days advance written notice to the other party. Either party may terminate the Contract for cause if a party breaches any of its material obligations under the Contract and such default is not remedied within thirty (30) days from receipt of written notice from the nondefaulting party. If Advertiser terminates the Contract without cause, or Publisher terminates the Contract for cause, and Advertiser's Net Billings do not equal or exceed the Annual Investment Level and/or Advertiser has not met the Contract Program requirements, Advertiser agrees to additionally pay Publisher the Rebilled Rate. This obligation shall survive the termination of the Contract.

Advertiser Representations and Warranties. All material submitted by Advertiser to Publisher shall remain the intellectual property of the Advertiser or its Licensor, and the Advertiser represents and warrants that it has full ownership rights or necessary licenses to the material submitted to Publisher and that publishing of that material shall not be in violation of any trademark, copyright, proprietary or other right of any person, firm or corporation. Advertiser further represents and warrants that there is currently no pending or, to the best of Advertiser's knowledge, threatened claim or action by or against Advertiser regarding the above-referenced rights, and that, to the best of Advertiser's knowledge, there is not currently any use thereof by others which would or might tend to be adverse to the rights of Advertiser. These warranties shall survive termination of the Contract. The Advertiser acknowledges and agrees that it is solely responsible for any actions to protect its ownership rights in the Advertisements submitted to Publisher.

Indemnity. Advertiser hereby agrees to indemnify, defend and hold the Publisher harmless against any claims, demands, causes of action, judgments, costs or expenses (including attorneys' fees) arising out of or related to (1) a breach by the Advertiser of any representation, warranty or covenant under the Contract, (2) any suit, claim or proceeding for libel, unfair trade practices, unfair competition and all violations of the right of privacy resulting from the publication by the Publisher of the Advertiser's material, or (3) any suit, claim or proceeding by any third party alleging that the Advertiser or Advertising supplied by the Advertiser infringes a trademark, copyright or other intellectual property right of any third party; provided that the Publisher gives the Advertiser prompt written notice of any such claim or proceeding and, provided further, that the Advertiser shall have the opportunity to defend any such claim. This indemnification obligation shall survive termination of the Contract.

LIMITATION OF LIABILITY. Advertiser agrees that Publisher, its licensors, employees or agents do not warrant either the results to be obtained from publication of the advertising in any of Publisher's publications or websites or that Publisher's performance will be uninterrupted or error free. PUBLISHER'S GOODS AND SERVICES ARE PROVIDED WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED. NEITHER PUBLISHER NOR ANYONE ELSE INVOLVED IN CREATING, PRODUCING OR DELIVERING GOODS OR SERVICES UNDER THE CONTRACT SHALL BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES ARISING OUT OF THE CONTRACT.

Force Majeure. In the event of war, flood, fire, strike, act of

terrorism or other emergency beyond the control of the parties which prevents performance of the Contract by either party, performance shall be suspended during the period(s) either party is unable to perform, and the terms of the Contract shall be extended for a like period of time. No obligation shall arise between the parties by reason of such emergency suspension except for the extension obligation set forth above.

Bankruptcy of Advertiser. Upon any voluntary or involuntary bankruptcy or insolvency of Advertiser, Publisher may terminate the Contract for cause, effective as of the date of bankruptcy. Any additional advertising will be subject to the terms of a new Contract, at the appropriate rate set forth in the then-current applicable Rate Card. At Publisher's discretion, payment may be required in advance.

Order of Precedence. In the event of any conflict or inconsistency between the Contract, the terms and conditions, the Addenda and the Rate Card, the Contract and terms and conditions as amended by the Addenda shall control over the Rate Card.

Acceptance. Advertising is accepted on a "run of paper" basis only. No positions or competitive separation can be promised or guaranteed except anchored positions that are offered. A list of anchored positions is available upon request. Anchored positions are offered on a first-come, first-served basis, and must meet specified size criteria. Center of section is not guaranteed for double trucks.

Incorrect Rates or Conditions. Agencies and advertisers forwarding orders that contain incorrect rates or conditions are hereby advised that the advertisement ordered will be inserted and charged at the regular schedule of rates then in force and in accordance with the regulations in this Rate Card. Failure to make an order correspond in price or rules to the Rate Card will be regarded only as a clerical error.

Disclaimer Clauses. The News & Observer Publishing Company does not accept from advertising agencies insertion orders that bear disclaimer clauses to the effect that the agency is acting as an agent and may not be held financially responsible for payment of advertising ordered. The News & Observer Publishing Company holds the Advertiser and the agency placing the advertising jointly and severally financially liable, notwithstanding any disclaimer that might be included on the insertion order.

Unsolicited Advertising. Advertiser specifically grants Publisher the right to send unsolicited advertisements to Advertiser by any method or media now existing or hereafter invented, including, without limitation, by facsimile or Internet or e-mail.

Governing Law. The Contract will be governed by and interpreted in accordance with the laws of the State of North Carolina without giving effect to any conflicts of law principles. Advertiser agrees that venue for such will be Wake County, North Carolina. The rights and remedies of Publisher are cumulative.

Attorneys' Fees. If any action at law or in equity shall be necessary to enforce or interpret the terms of the Contract, the prevailing party shall be entitled to reasonable attorneys' fees, costs and disbursements, in addition to any other relief to which it may be entitled.

Waiver. The failure of either party, in any one or more instances, to insist on performance of any of the provisions of the Contract shall in no way be construed to be a waiver of such provisions in the future.

Notice. All notices relating to the Contract shall be sent to the person of the receiving party set forth on the front page of the Contract. All notices must be in writing and sent via facsimile or certified mail, return receipt requested, and will be effective upon receipt by the party notified.

Miscellaneous. Neither the course of conduct between the parties nor trade practice shall act to modify the provisions of the Contract. The invalidity of any provision of the Contract shall not affect the validity or enforceability of any of the remaining provisions thereof.

ROP Deadlines (Eastern Time)

The News & Observer

Publication Day/Section	Proof Deadline To receive a proof or your ad, copy and material must be turned in by this time	Final Space No Proof Deadline**	Digital Ad Receipt No copy changes
Monday - Display*	Wednesday, 5 p.m.	Friday, 11 a.m.	Friday, 1 p.m.
Monday - Classified	Thursday, 4 p.m.	Friday, 10 a.m.	Friday, Noon
Tuesday - Display*	Thursday, 5 p.m.	Friday, 4 p.m.	Monday, 11 a.m.
Tuesday - Classified	Friday, 4 p.m.	Friday, 10 a.m.	Monday, 1 p.m.
Wednesday - Display*	Friday, 5 p.m.	Monday, 3 p.m.	Tuesday, 11 a.m.
Wednesday - Classified	Monday, 4 p.m.	Monday, 2 p.m.	Tuesday, 1 p.m.
Wednesday - Midweek Values	Thursday, 4 p.m. (13 days prior)	Friday, 11 a.m. (12 days prior)	Friday, 4 p.m. (12 days prior)
Thursday - Display*	Monday, 5 p.m.	Tuesday, 3 p.m.	Wednesday, 11 a.m.
Thursday - Classified	Monday, 5 p.m.	Tuesday, 2 p.m.	Wednesday, 1 p.m.
Friday - Display*	Tuesday, 5 p.m.	Wednesday, 3 p.m.	Thursday, 11 a.m.
Friday - Weekend	Monday, 10 a.m.	Tuesday, 11 a.m.	Wednesday, 11 a.m.
Friday - Classified	Tuesday, 5 p.m.	Wednesday, 2 p.m.	Thursday, 11 a.m.
Saturday - Display*	Tuesday, 5 p.m.	Thursday, 3 p.m.	Friday, 11 a.m.
Saturday - Real Estate	Tuesday, 4 p.m.	Wednesday, 9 a.m.	Thursday, 10 a.m.
Saturday - Home & Garden	Tuesday, 5 p.m.	Wednesday, 4 p.m.	Thursday, 11 a.m.
Saturday - Classified & Auto (non-RE)	Wednesday, 4 p.m.	Thursday, 11 a.m.	Thursday, 4 p.m.
Sunday - Display*	Wednesday, 5 p.m.	Thursday, 4 p.m.	Friday, 1 p.m.
Sunday - Classified (non-Recruitment)	Thursday, 4 p.m.	Thursday, 11 a.m.	Friday, Noon
Sunday - Recruitment	Thursday, 4 p.m.	Thursday, 11 a.m.	Friday, 1 p.m.
Sunday - Arts & Living w/ Travel***	Tuesday, 5 p.m.	Wednesday, 1 p.m.	Friday, 11 a.m.
Sunday - Work & Money	Wednesday, 5 p.m.	Thursday, 11 a.m.	Friday, 11 a.m.
Sunday - TV Weekly	N/A	Wed. 11 a.m. (11 days prior)	Wed., 11 a.m. (11 days prior)
Sunday - Color Comics	Wednesday, 5 p.m. (18 days prior)	Thursday, 11 a.m. (17 days prior)	Friday, 11 a.m. (16 days prior)
Neighborhood Values Jacket	Wednesday, 5 p.m. (1 week prior)	Thursday, 11 a.m. (1 week prior)	Friday, 11 a.m. (1 week prior)
Front Page Wraps - Main Only	10 days prior to publication	10 days prior to publication	48 hours prior to publication

Note: For new advertisers placing their first ad, Final Space Deadline advances two hours.

*Includes Main, Triangle & Co., Sports, Connect on Monday and Life, etc. on Tuesday, Wednesday and Thursday; Thursday includes Outdoor Sports

**Ads received after Production/Proof Deadline that require production work are published at advertiser's risk.

No proofs will be provided and no credits will be given for errors in ads submitted after Production/Proof Deadline.

***Special Occasions, Brides and Engagements deadline is six (6) days prior to publication date.

Community Newspapers - Display Only. See your account executive for Classified Deadlines

Publication Day	Proof Deadline	Final Space	Digital Ad Receipt
The Cary News - Wednesday	Thursday, 5 p.m.	Friday, 11 a.m.	Monday, 1 p.m.
The Cary News - Sunday	Wednesday, 5 p.m.	Thursday, Noon	Friday, 11 a.m.
The Chapel Hill News - Wednesday	Thursday, 5 p.m.	Friday, 11 a.m.	Monday, 1 p.m.
The Chapel Hill News - Sunday	Tuesday, 5 p.m.	Thursday, 1 p.m.	Friday, 11 a.m.
The Chapel Hill News - Sunday Real Estate	Wednesday, 4 p.m.	Thursday, Noon	Thursday, 6 p.m.
The Clayton News-Star - Wednesday	Friday, 10 a.m.	Friday, 11 a.m.	Monday, 1 p.m.
The Clayton News-Star - Sunday	Wednesday, 5 p.m.	Thursday, Noon	Friday, 11 a.m.
The Durham News - Wednesday	Thursday, 5 p.m.	Friday, 11 a.m.	Monday, 1 p.m.
The Durham News - Sunday	Tuesday, 4 p.m.	Wednesday, 4 p.m.	Thursday, 11 a.m.
Eastern Wake News - Wednesday	Friday, 10 a.m.	Friday, 11 a.m.	Monday, 1 p.m.
Eastern Wake News - Sunday	Tuesday, 4 p.m.	Wednesday, 4 p.m.	Thursday, 11 a.m.
Garner-Cleveland Record - Wednesday	Friday, 10 a.m.	Friday, 11 a.m.	Monday, 1 p.m.
Garner-Cleveland Record - Sunday	Wednesday, 5 p.m.	Thursday, Noon	Friday, 11 a.m.
The Herald - Wednesday	Friday, 10 a.m.	Friday, 11 a.m.	Monday, 1 p.m.
The Herald - Sunday	Wednesday, 5 p.m.	Thursday, Noon	Friday, 11 a.m.
Midtown Raleigh News - Wednesday	Thursday, 5 p.m.	Friday, 11 a.m.	Monday, 1 p.m.
Midtown Raleigh News - Sunday	Wednesday, 5 p.m.	Thursday, Noon	Friday, 11 a.m.
North Raleigh News - Wednesday	Thursday, 5 p.m.	Friday, 11 a.m.	Monday, 1 p.m.
North Raleigh News - Sunday	Wednesday, 5 p.m.	Thursday, Noon	Friday, 11 a.m.
Southwest Wake News - Wednesday	Thursday, 5 p.m.	Friday, 11 a.m.	Monday, 1 p.m.
Southwest Wake News - Sunday	Wednesday, 5 p.m.	Thursday, Noon	Friday, 11 a.m.

Deadline Information

- Proof Deadline is for ads produced by the newspapers or ads received as slick, paper, negative or by digital means, that require any type of production work.
- Final Space Deadline is the final time an ad can be scheduled for publication and submitted for production work. However, ads submitted at this time, requiring production work, are published at advertiser's risk. NO proofs will be provided and no credits will be given for ad errors submitted on Final Space Deadline.
- Final Space Deadline is also the deadline for pagination-ready ads that require NO production work.
- Digital Ad Receipt (EDI) Deadline is for ads submitted over The News & Observer's website at <http://so.expresskcs.com/advportal-us03/camera/Raleigh/> or via e-mail, or CD. Please refer to page 21 Digital Ad Delivery for more details.
- Front page ad deadline is 24 hours in advance of space deadline, etc.
- For new advertisers placing their first ad, Final Space Deadline advances two hours.
- For multiple pages, double trucks, shopping center pages, color ads, holiday or extensive layout work, all deadlines are advanced 24 hours.
- No cancellations or ad size changes accepted after the Final Space Deadline without penalty. Any ad cancelled after Final Space Deadline is subject to a cancellation fee equal to 25% of the total charge of the ad.

The News & Observer 2012 Fiscal Calendar

<p>PERIOD 1 2012 (January)</p> <table border="1"> <tr><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td><td>S</td></tr> <tr><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td>1</td></tr> <tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr> <tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr> <tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr> </table>	M	T	W	T	F	S	S	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	<p>PERIOD 2 2012 (February)</p> <table border="1"> <tr><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td><td>S</td></tr> <tr><td>30</td><td>31</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td></tr> <tr><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td></tr> </table>	M	T	W	T	F	S	S	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	<p>PERIOD 3 2012 (March)</p> <table border="1"> <tr><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td><td>S</td></tr> <tr><td>27</td><td>28</td><td>29</td><td>1</td><td>2</td><td>3</td><td>4</td></tr> <tr><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr> <tr><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td></tr> <tr><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> </table>	M	T	W	T	F	S	S	27	28	29	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25							
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