

The N&O can help your business achieve  
**Total Market Coverage**  
with

**Midweek  
Values**

**Reach more than 675,000  
Greater Triangle households.**



### **Saturate the Market and Attract More Customers**

The combination of Midweek Values, The News & Observer, and ten community newspapers offers your business total market coverage without duplication.

### **The Product**

Midweek Values is a 4-page Kraft wrap containing preprint inserts as well as display ads on the outside and inside of the wrap. It is mailed each week for Wednesday delivery to households not subscribing to the Wednesday N&O, The Cary News, The Chapel Hill News, The Clayton News-Star, The Durham News, Eastern Wake News, The Herald (Smithfield), Garner-Cleveland Record, Midtown Raleigh News, North Raleigh News, and Southwest Wake News. Midweek Values is capable of pure ZIP, and sub-ZIP zoning. Addresses are updated every 60 days with the U.S. Postal Service (CDS).

### **Efficient and Effective Targeting**

You can isolate targeted areas of the Triangle by choosing to distribute your inserts only in the ZIP codes that will deliver the best return on your investment. Or you can run your display ad in full color on the insert jacket, choosing either the full distribution or any combination of four zones.

### **Improved Return on Investment**

Advertising in one or more of our newspapers is a great value by itself. Adding Midweek Values jacket advertising to your newspaper buy causes your cost per household to plummet, and allows you to reach thousands of non-subscribers.



**Rates Effective October 27, 2010**

# Midweek Value

## Durham/Orange Zone

Midweek Values reaches over 74,000 households in this area that includes Research Triangle Park, Durham, Chapel Hill and the rapidly growing Northeastern part of Chatham County. Combine Midweek Values with The N&O, The Chapel Hill News, and The Durham News to saturate the following ZIP codes:

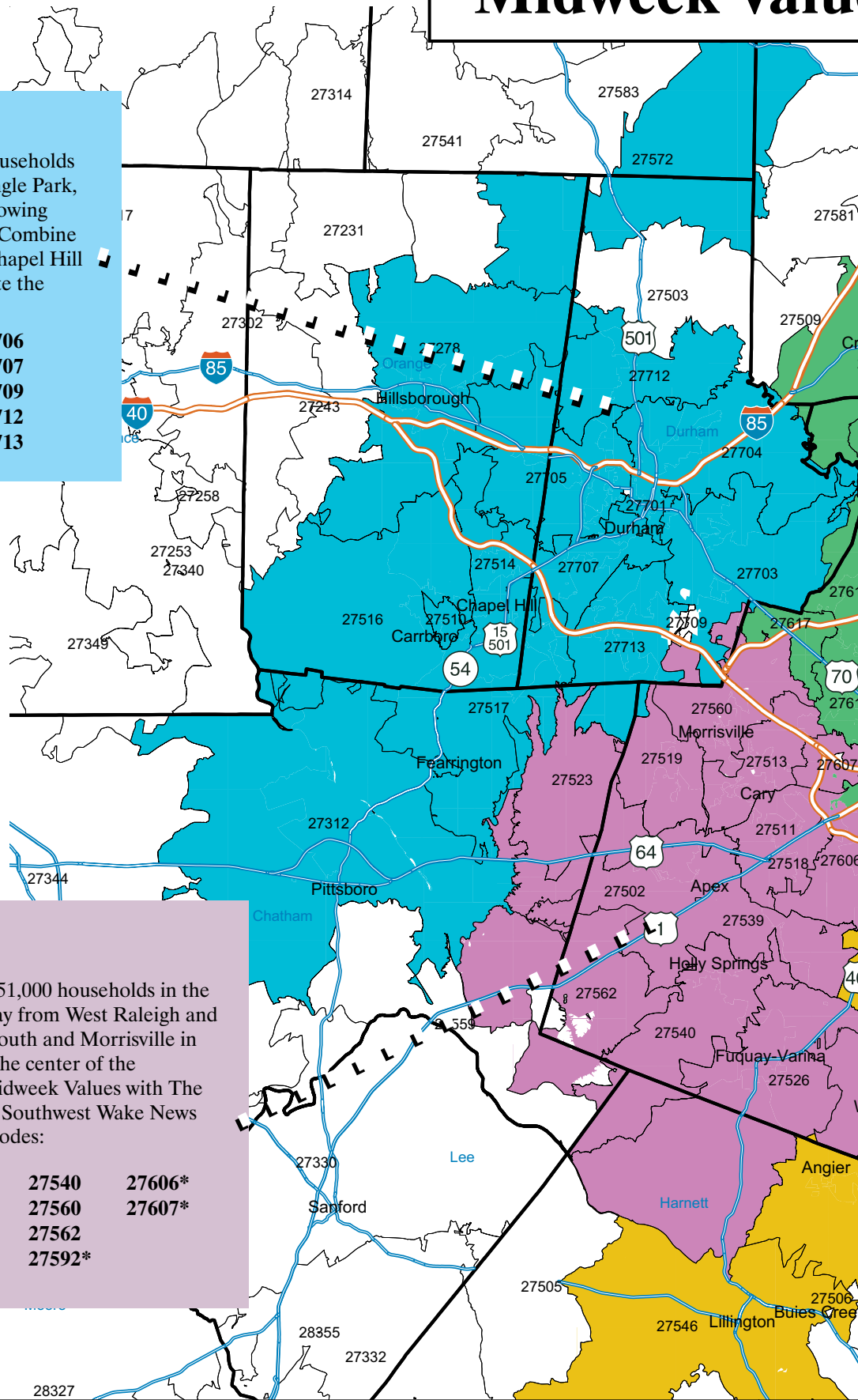
27278	27517	27706
27312	27572	27707
27510	27701	27709
27514	27703	27712
27516	27704	27713
	27705	

## West Zone

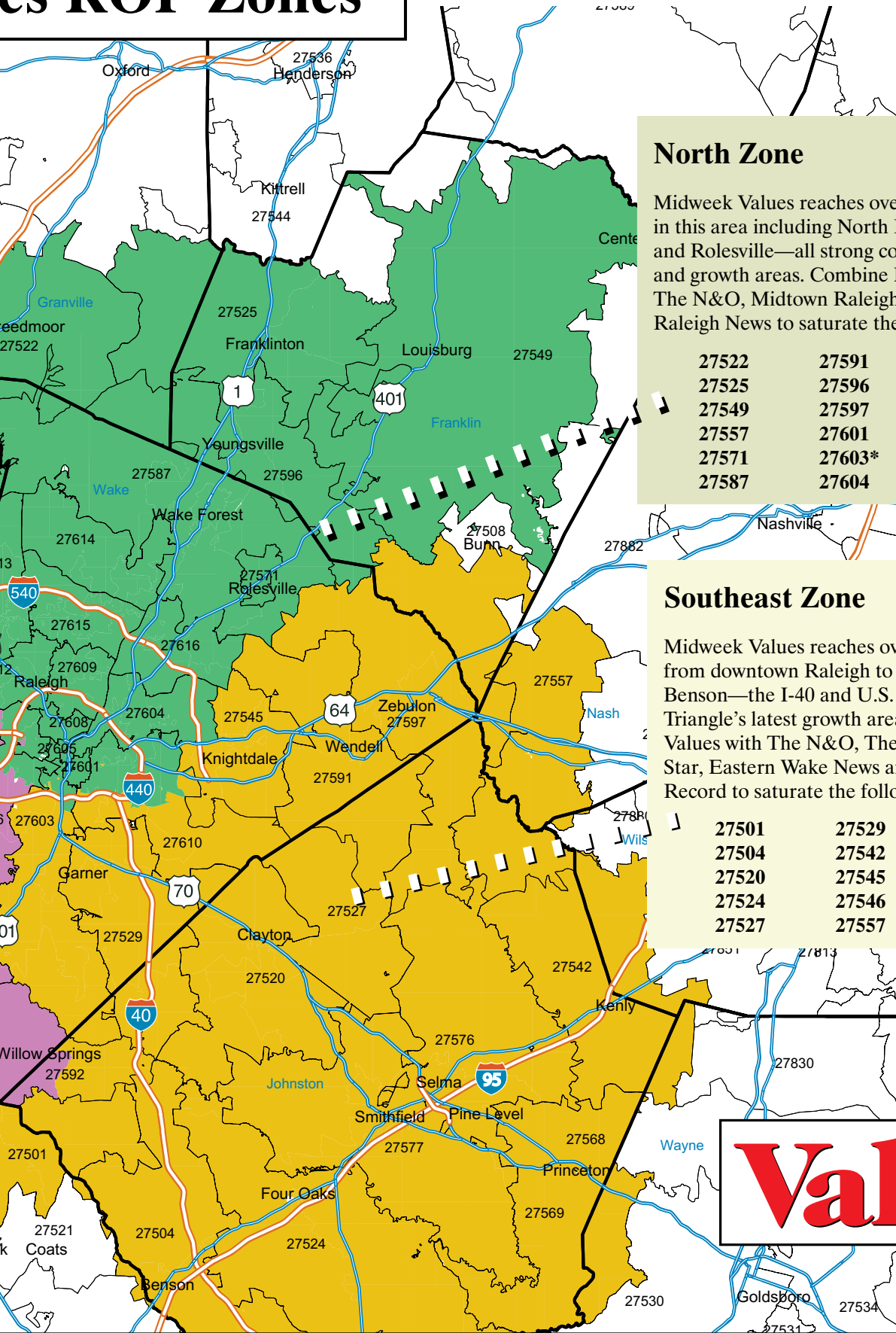
Midweek Values reaches over 51,000 households in the West zone that spans all the way from West Raleigh and Cary to Fuquay-Varina in the south and Morrisville in the north. This zone captures the center of the Triangle's growth. Combine Midweek Values with The N&O, The Cary News and the Southwest Wake News to saturate the following ZIP codes:

27502	27519	27540	27606*
27511	27523	27560	27607*
27513	27526	27562	
27518	27539	27592*	

\*Partial ZIP Code



# es ROP Zones



### North Zone

Midweek Values reaches over 81,000 households in this area including North Raleigh, Wake Forest, and Rolesville—all strong commuter corridors and growth areas. Combine Midweek Values with The N&O, Midtown Raleigh News and North Raleigh News to saturate the following ZIP codes:

27522	27591	27605	27612
27525	27596	27606*	27613
27549	27597	27607*	27614
27557	27601	27608	27615
27571	27603*	27609	27616
27587	27604	27610*	27617

### Southeast Zone

Midweek Values reaches over 36,000 households from downtown Raleigh to Smithfield and Benson—the I-40 and U.S. 70 corridors lead to the Triangle’s latest growth area. Combine Midweek Values with The N&O, The Herald, The Clatyon News-Star, Eastern Wake News and the Garner-Cleveland Record to saturate the following ZIP codes:

27501	27529	27569	27597
27504	27542	27576	27601
27520	27545	27577	27603*
27524	27546	27591	27610*
27527	27557	27592*	

# Midweek Values

**GARNER-CLEVELAND RECORD**  
garnercleveland.com

**THE HERALD**  
theherald-nc.com

**MIDTOWN RALEIGH NEWS**  
midtownraleighnews.com

**NORTH RALEIGH NEWS**  
northraleighnews.com

**SOUTHWEST WAKE NEWS**  
southwestwakenews.com

# Midweek Values Retail ROP Rates

All rates include full color.

Zone	Quantity*	Open Rate	12 of 52 Weeks	24 of 52 Weeks	48 of 52 Weeks
<b>Full Run</b>	236,000				
Front		\$1,723	\$1,550	\$1,464	\$1,292
Center		\$1,467	\$1,320	\$1,247	\$1,100
Back		\$1,723	\$1,550	\$1,464	\$1,292
<b>North Zone</b>	82,000				
Front		\$775	\$698	\$659	\$581
Center		\$660	\$594	\$561	\$495
Back		\$775	\$698	\$659	\$581
<b>West Zone</b>	47,000				
Front		\$431	\$388	\$366	\$323
Center		\$367	\$330	\$312	\$275
Back		\$431	\$388	\$366	\$323
<b>Southeast Zone</b>	36,000				
Front		\$431	\$388	\$366	\$323
Center		\$367	\$330	\$312	\$275
Back		\$431	\$388	\$366	\$323
<b>Durham/Orange Zone</b>	71,000				
Front		\$603	\$543	\$512	\$452
Center		\$513	\$462	\$436	\$385
Back		\$603	\$543	\$512	\$452

## Midweek Values Deadlines

### Proof (Production) Deadline:

Thursday, 4 p.m., 13 days prior

### Final/Space Reservation:

Friday, 11 a.m., 12 days prior

### Final Corrections:

Friday, 4 p.m., 12 days prior

### Digital Ads:

Friday, 4 p.m., 12 days prior

## Mechanical Measurements

**Front** - 9.562" wide x 7.5" deep

**Back** - 9.562" wide x 10.5" deep

**Inside** - 10.5" wide x 21" deep

For complete mechanical measurements and production information see The N&O rate card.

## Multiple Zone Discount

- 10% discount on space and full color if two or more zones are purchased
- Does not apply to full-run

## Pick Up Rates

- Within any 7-day period, inclusive, an ad published in any N&O product at full price may be repeated or previewed at the 48 of 52 week contract rate
- Changes are limited to timeliness
- Product and other content changes cannot be made

All terms and conditions of The News & Observer's current rate card and standard advertising contract shall remain in effect and be considered a part of this agreement to the extent not inconsistent herewith.

Insertions that are canceled within thirty (30) days of publication will result in a charge equal to fifty percent (50%) of the total cost of the ad that is canceled.

For more information about this advertising opportunity, contact Betsy Womble at (919) 829-4832 or [betsy.womble@newsobserver.com](mailto:betsy.womble@newsobserver.com) or your N&O account executive.

Raleigh/Cary: (919) 836-5600 or (800) 736-2602

Chapel Hill/Durham: (919) 932-2000; Eastern Wake: (919) 269-6101; Smithfield: (919) 836-5703

\* Midweek Values distribution numbers are as of April 2010. Actual distribution is affected weekly by changes in the paid circulation of The News & Observer and by household growth in the market. Final determination of ZIP codes covered by Midweek Values is based upon weekly distribution of preprinted inserts, and some ZIP codes may be omitted from the distribution if no inserts are designated for those ZIP codes on that particular week.