

MARKET (indicate one): RALEIGH-DURHAM DMA			
Basic Demography			
Total Adult Population	2,175,172	Median Age (total population)	35.8
Number of Households	1,217,932	Median Household Income	\$49,742
Data Used (pick one): DMA <input checked="" type="checkbox"/> MSA <input type="checkbox"/> NDM <input type="checkbox"/>			
Source Information			
Source(s) with Date(s)		Claritas 2010	

COVERAGE			
ABC Audit Info ¹	Mon-Thur	Fri-Sat	Sunday
Total Average Paid Circulation	140,269	152,546	194,933
Core Newspaper (Total)	132,800	148,951	194,751
Home Delivery and Mail (Total)	113,435	129,476	153,245
Single Copy Sales (Total)	19,365	19,475	41,506
Affiliated Publications (Total)	7,469	3,565	182
Coverage Maps (insert URL for detailed map and zoning information, including delivery areas)	http://advertising.newsobserver.com		
Audit Date (Month & Year)	52 weeks ended 12/27/09		

AUDIENCE DEMOGRAPHICS ⁽¹⁾						
Data based on average issue ⁽¹⁾	Sunday			Daily		
	Total Audience	Composition	Index (U.S. avg. = 100)	Total Audience	Composition	Index (U.S. avg. = 100)
Total Adult Readers	543,700	100.00%		153,400	100.00%	
Men	280,600	52.00%		197,100	56.00%	
Women	263,100	48.00%		156,300	44.00%	
Age						
18 to 34	131,400	24.00%		58,900	17.00%	
35 to 54	215,900	40.00%		142,300	40.00%	
55+	196,400	36.00%		152,200	43.00%	
Median	48			52		

Source: Scarborough

If other, state source:

Source Date: 04/09-03/10

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AUDIENCE DEMOGRAPHICS ⁽¹⁾						
	Sunday			Daily		
<i>Data based on average issue ⁽¹⁾</i>	Total Audience	Composition	Index (U.S. avg. = 100)	Total Audience	Composition	Index (U.S. avg. = 100)
Education						
Any College+	405,000	74.00%		282,100	80.00%	
College Graduate+	253,400	47.00%		176,000	50.00%	
Post-graduate Degree	103,200	19.00%		77,300	22.00%	
Occupation/Job Title						
Employed Full-Time	283,300	52.00%		175,900	50.00%	
Professional/Managerial	217,400	40.00%		137,300	39.00%	
Business Decision Maker	120,700	22.00%		73,900	21.00%	
Household Income						
< \$35k	81,400	15.00%		49,700	14.00%	
\$35k – \$75k	198,900	37.00%		129,200	37.00%	
> \$75k	263,400	48.00%		174,500	49.00%	
Median	\$73,057			\$74,273		
Home Ownership and Principal Home Values						
Home Owners	446,900	82.00%		300,300	85.00%	
Value: \$100k – \$249k	229,400	42.00%		147,800	42.00%	
Value: \$250k – \$499k	136,800	25.00%		90,800	26.00%	
Value: > \$500k	45,300	8.00%		37,300	10.00%	
Median Home Value	\$220,862			\$229,041		
Marital Status						
Married	365,200	67.00%		242,500	69.00%	
Not Married	178,500	33.00%		110,900	31.00%	

Source: Scarborough

If other, state source:

Source Date: 04/09-03/10

Additional Readership Information (insert URLs): <http://advertising.newsobserver.com>

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Pricing: Open Rates of Most Commonly Used Units ⁽¹⁾

Publication Page Size (standard):	Width: 6 Columns Height: 21 Inches
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RETAIL ⁽¹⁾							
	Columns	Inches	Black & White Rates (pci)			Color Rates	
			Sunday	Mon-Thur	Fri-Sat	Sunday	Daily
Full Page	6	21	\$149.67	\$120.19	\$124.02	\$2516 F-Su	\$2183 M-Th
Half Page Horizontal	6	10.5	\$149.67	\$120.19	\$124.02	\$2516 F-Su	\$2183 M-Th
Half Page Vertical	3	21	\$149.67	\$120.19	\$124.02	\$2516 F-Su	\$2183 M-Th
Quarter Page	3	10.5	\$149.67	\$120.19	\$124.02	\$2011 F-Su	\$1745 M-Th
Full-Page Double Truck	13	21	\$149.67	\$120.19	\$124.02	\$5032 F-Su	\$4366 M-Th
Horizontal Strip Ad	6	3	\$149.67	\$120.19	\$124.02	\$1510 F-Su	\$1309 M-Th
Premium Position One	3	10.5	\$172.12	\$138.22	\$142.62	\$n/a	\$n/a
Describe Position: Bottom left, page 2A. Minimum 6 consecutive week commitment. Above rates reflect 15% premium, B&W only.							
Premium Position Two	6	10.5	\$172.12	\$138.22	\$142.62	\$2313 F-Su	\$2007 M-Th
Describe Position: Back page, section B, below weather. Minimum 6 consecutive week commitment. Above rates reflect 15% premium.							

SECTION (indicate one)⁽¹⁾: see rate card for zones and community newspapers							
	Columns	Inches	Black & White Rates (pci)			Color Rates	
			Sunday	Mon-Thur	Fri-Sat	Sunday	Daily
Full Page			\$	\$	\$	\$	\$
Half Page Horizontal			\$	\$	\$	\$	\$
Half Page Vertical			\$	\$	\$	\$	\$
Quarter Page			\$	\$	\$	\$	\$
Full-Page Double Truck			\$	\$	\$	\$	\$
Horizontal Strip Ad			\$	\$	\$	\$	\$
Premium Position One			\$	\$	\$	\$	\$
Describe Position:							
Premium Position Two			\$	\$	\$	\$	\$
Describe Position:							

Additional Rate Information (insert URLs): <http://advertising.newsobserver.com>

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Products

DAILY AND WEEKLY SECTIONS AT-A-GLANCE ⁽¹⁾

Sunday	
Full-run Sections	Main - Triangle & State - Sports - Work & Money/Careerbuilder - Arts & Living/Travel - Comics - Classifieds - Parade Magazine - - - -
Part-run Sections	TV Weekly (Subscription Only) - Channels (Single Copy) - - - - -
Monday	
Full-run Sections	Main - Triangle & Co. - Sports - Life, Etc. (fashion theme) - - - - -
Part-run Sections	- - - - -
Tuesday	
Full-run Sections	Main - Triangle & Co. - Sports - Life, Etc. (health/fitness theme) - Classifieds - - - -
Part-run Sections	- - - - -
Wednesday	
Full-run Sections	Main - Triangle & Co. - Sports - Life, Etc. (food theme) - Classifieds - - - -
Part-run Sections	- - - - -
Thursday	
Full-run Sections	Main - Triangle & Co. - Sports - Carolina Outdoors (theme pages in Sports pages) - Life, Etc. (faith theme) - Classifieds - - - -
Part-run Sections	- - - - -
Friday	
Full-run Sections	Main - Triangle & Co. - Sports - Classifieds - - - - -
Part-run Sections	Weekend (entertainment) - Automotive (classifieds section) - Real Estate (classifieds section) - -
Saturday	
Full-run Sections	Main - Triangle & Co. - Sports - Home & Garden/Real Estate - Automotive (classifieds section) - -
Part-run Sections	- - - - -

Additional Properties with Integrated Sales: Community newspapers: The Cary News (Wed & Sun), The Chapel Hill News (Wed & Sun), The Durham News (Wed & Sat), Eastern Wake News (Wed - serves Knightdale, Wendell & Zebulon), Garner-Claytona Record (Wed), The Herald (Wed - serves Johnston County), Midtown Raleigh News (Wed & Sun), North Raleigh News (Wed & Sun), Southwest Wake News (Wed)

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PREPRINTS AND RELATED PRODUCTS ⁽¹⁾		
General		
TMC Available? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	If so, Day(s) of Week: Wednesday	Zoning Available? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Freestanding Inserts		
Days of Week Available: Tues-Sun	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip + 4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Rates and Other Details (insert URL)	http://advertising.newsobserver.com	
Catalog and Product Sample Distribution		
Days of Week Available: Mon-Sun	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip + 4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Rates and Other Details (insert URL)	http://advertising.newsobserver.com	
Printed Home Delivery Bags		
Days of Week Available: Mon-Sun	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip + 4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Rates and Other Details (insert URL)	http://advertising.newsobserver.com	

DIGITAL PRODUCTS ⁽¹⁾	
Online Products (insert URLs)	newsobserver.com, triangle.com, trianglermom2mom.com, carynews.com, chapelhillnews.com, thedurhamnews.com, easternwakenews.com, garnerclayton.com, theherald-nc.com, midtownraleighnews.com, northraleighnews.com, southwestwakenews.com, cars.com, apartments.com, homefinder.com, trianglejobs.com, newsobserver.com/careerbuilder
Unique Visitors per Month	2,000,000 Source: Omniture, January-May, 2010
Page Views per Month	13,600,000 Source: Omniture, January-May, 2010
Digital Rate Card (insert URL)	http://advertising.newsobserver.com
Net Reach (print & online)	56% (7 days online + 5 daily + 1 Sunday) Source: Scarborough Research (Durham, Johnston, Orange & Wake Counties), April 2009-March 2010
Print-online Duplication	43% of online weekly visitors read The N&O daily & 56% on Sunday.
Online Targeting Capabilities	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, please describe: Geo-targeting by various Zones or by User Registration Data: Age, Gender, ZIP code, Subscriber Status; Behavioral Targeting

Production

PRODUCTION GUIDELINES ⁽¹⁾	
Info on production specifications, acceptable electronic file formats and column-inch conversions (insert URLs)	http://newsobserver.affinitydigital.net/addrop/ OR http://advertising.newsobserver.com
Additional Info	
Reserving an Ad (insert URL)	http://newsobserver.affinitydigital.net/addrop/
Closing Times (insert URL)	http://newsobserver.affinitydigital.net/addrop/

Contracts/Credits

Contract Information – Statement of commissions, terms of payments and rate policies (insert URLs):
<http://advertising.newsobserver.com>

Credit Application – Guidelines and application (insert URLs):
<http://advertising.newsobserver.com>

Advertising Contacts – List of locations, contacts and contact information (insert URL):

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