

IT PAYS TO BE IN THE ZONE

The N&O ZONE is an online membership program that thanks and rewards loyal N&O print subscribers with special perks, promotions, and discounts. Only N&O subscribers may access the ZONE at www.newsobserver.com/zone. By participating, you can help your business retain customers, acquire new customers, and increase the frequency of purchases – all at no charge.



S U B S C R I B E R R E W A R D S



How Does It Work? **Two Opportunities**

1) **Online Offer**

Your company provides a valuable offer to be added to the ZONE membership page (eg. 2 for 1 coupon, 50% off, free item with purchase)

2) **Contest/Giveaway**

Your company can also participate by providing free prizes for a Contest/Giveaway (Tickets, Gift Certificates, Products)

Here is what you receive:

- There is absolutely no cost to you
- Exposure to more than 15,000 members and growing
- N&O ZONE site will feature your logo and customized offer page
- N&O ZONE monthly emails to members announcing new additions
- 3 x 3.5" monthly print ad featuring your logo and offer

TO PUT THE ZONE ADVERTISING PROGRAM TO WORK FOR YOUR BUSINESS, CALL YOUR N&O ACCOUNT REPRESENTATIVE OR JULIE PARKER AT 919.829.4716.