

# News

Local & State • Nation & World • Crime & Safety  
Education • Growth • Health & Science • Sunday Focus  
Obituaries • Opinion • Politics • Weather

**Average monthly section traffic:  
5.6 million page views**

newsobserver.com reaches:

- 54% of Triangle area adults who own a home and earn \$100,000 or more per year.
- 59% of Triangle area adults who plan on buying a home in the next 2 years.
- 51% of Triangle area adults who will pay \$20,000 or more for their next vehicle.

(Media Audit – Raleigh-Durham, 2008)

newsobserver.com



knowing is better



## Why Advertise Online?

Last year, 133.1 million individuals, nearly four-fifths of US Internet users, shopped online and nearly two-thirds of US Internet users, made at least one online purchase.\* Shoppers also use the internet to aid them with their buying decisions. 89% of buyers do research online before making their purchase offline in their local area.\*\*



## Why newsobserver.com?

Newsobserver.com readers are loyal and rely on our family of Web sites to keep them up to date on the latest news, to view and respond to our blogs and forums, for local entertainment options and to find advertising for local businesses.

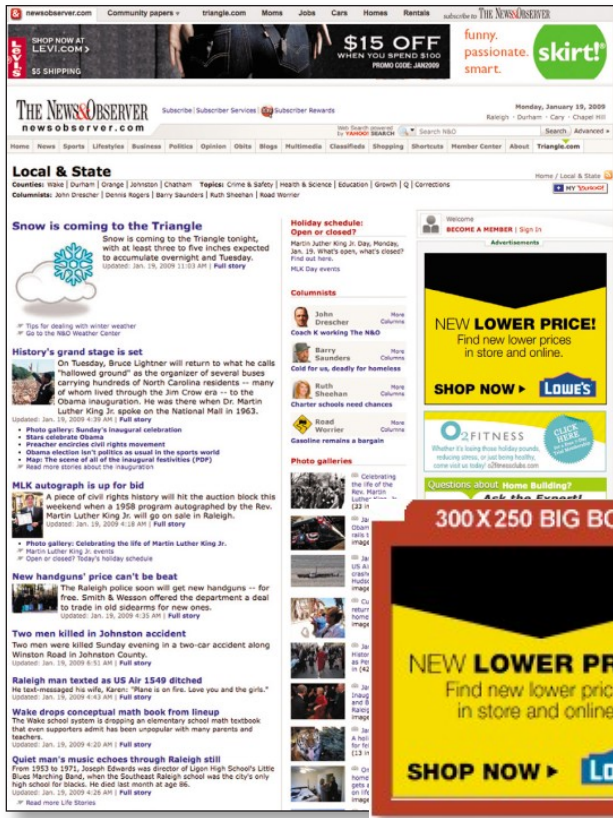
70% of our online users return to the site within 3 days and many visit multiple times each day, giving your marketing message the valuable, repetitive exposure it needs. Advertising is one of the top reasons consumers turn to newspaper Web sites, with 62% saying that's a reason they visit.

Newsobserver.com can reach customers 24/7 – both at home and at work. Your ad will drive these local consumers directly to your Web site and your business. In fact, research shows that 46% of consumers take action after viewing ads on a local newspaper Web site. This includes making a purchase, going to a store or conducting research. That's more than those who take action after viewing ads on a local television Web site; local magazine site, a user review site or a portal.

Source: Omniture Site Catalyst, 2008; NAA's 2006 Consumer Usage of Newspaper Advertising, conducted by MORI Research; Online Publishers Association, 2008

\*emarketer, May 2008

\*\* Comscore



## Exclusive Section-Front Advertising

Secure an exclusive Big Box ad fixed on the section front of News. With premium placement on the section front of News, Big Box ads are designed to create top-of-mind awareness for the advertiser, support branding campaigns and drive readers to an advertiser's website.

Save money by running 7 consecutive days.

# of Days	Weekday Rate	Sat. or Sun. Rate
1	\$475.00	\$322.50
2-3	\$428.00	\$300.00
4-7	\$404.00	\$282.00
8-15	\$380.00	\$266.00
16-30	\$333.00	\$232.50
30+	\$309.00	\$216.00

**7 Consecutive Day Rate: \$2,196.00**

Average daily impressions: Weekdays=10,000 Sat./Sun.=6,000

Add 30% for 300x600 banner size option.

- Banner Creation included
- Banner clicks through to advertiser website.

## CPM Campaigns



News Channel: 5.6 Million average page views per month

News Sub-Section	Monthly Traffic
Multimedia Gallery	1,383,000
Local & State	1,568,000
Wake County	81,954
Chatham County	7,664
Durham County	96,033
Johnston County	22,248
Orange County	49,886
Crime & Safety	421,476
Education	87,584
Growth	18,893
Health & Science	64,948
Nation & World	72,541
Sunday Focus	3,800
Obituaries	805,990
Opinion	196,811
Politics	459,088
Weather	45,000

## Run of Channel

For more flexibility, create your own impression campaign to run throughout the News Channel.

Size	728x90	300x250	160x600 or 300x600	300x100
CPM*	\$18.40	\$20.00	\$23.40	\$11.40

## Targeted Channel

Provides the maximum level of targeting allowing you to pick any sub-section of News to target your message.

Size	728x90	300x250	160x600 or 300x600	300x100
CPM*	\$25.95	\$28.50	\$33.30	\$15.85

\*N&O Dollar Volume contract advertisers earn a lower rate

All online campaigns apply towards fulfillment of N&O Dollar Volume contracts.