

Premium Home Page Advertising

newsobserver.com



knowing is better

The screenshot shows the newsobserver.com homepage with a navigation bar, search bar, and several content blocks. Key elements include:

- News categories: Home, News, Sports, Business, Politics, Life, Entertainment, Opinion, Obit, Shopping, Classifieds, Jobs, Real Estate, Cars, Place Ad.
- Quick Links: Ward news, Traffic, Crime map, Lottery results, Blogs, Tech Junkie, Twitter, Facebook, Give feedback, Get help, Send a tip.
- Winter storm resources: New photos, Current conditions, forecast, Closings, delays, Tips, Web cams, Share your pics.
- Recruits' letters arrive at Triangle schools.
- Scrap the Lightner public safety center?
- Online Exclusive! Verizon promotion for Motorola Rival.
- Most Triangle schools remain closed today.
- Weather and Stocks section.
- Kroger advertisement for lower prices.
- Wicked musical advertisement: A NEW MUSICAL WICKED TICKETS ON SALE NOW.
- Carolina Hurricanes Hockey advertisement: CAROLINA HURRICANES HOCKEY vs. Panthers, Tuesday, February 9 | 7:00 PM.

**Average monthly traffic:
2 million page views**

newsobserver.com readers:

- 53% of our online readers are between the ages of 18-44.
- 85% of our online readers own their home.
- 53% of our online readers have a bachelor's degree.
- 80% of our online readers have a household income of \$50,000 or more.

Source: Scarborough Research
Raleigh-Durham DMA, October 2008 - September 2009

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.

73% 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.

Be sure to include newsobserver.com in your advertising plans.

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

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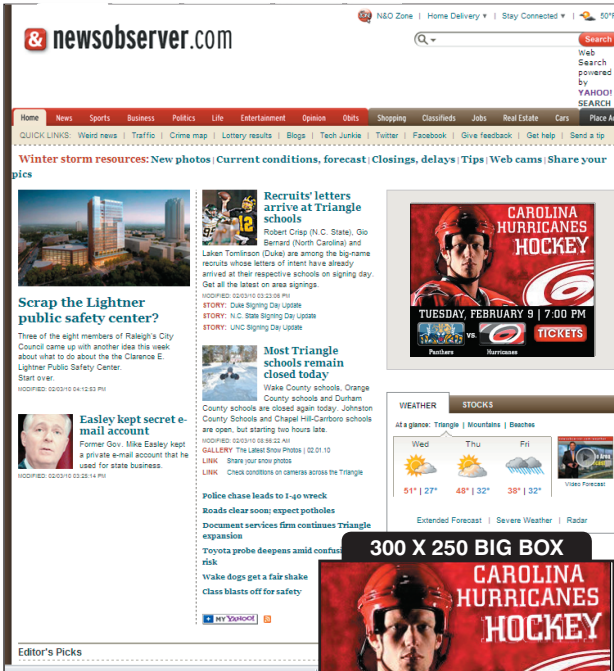
Premium Home Page Advertising

- 300 x 250 Big Box ad position
- Premier, fixed placement for 24 hours
- Pick your date(s)
- Promote sales, special events or extend your branding campaign
- Links to your website or print ad online

Newsobserver.com Home Page average daily impressions:

70,000+ Weekdays

45,000+ Sat. or Sun.



# of Days Ordered	Daily Weekday Rate	Sat. or Sun. Rate
1	\$2,250.00	\$1,575.00
2 - 3	\$2,025.00	\$1,417.50
4 - 7	\$1,913.00	\$1,339.00
8 - 15	\$1,800.00	\$1,260.00
16 - 30	\$1,575.00	\$1,102.50
30+	\$1,463.00	\$1,024.00

Corner Peels

Secure 100% of the daily traffic on our Home Page with a Corner Peel. The peel opens on mouseover and closes on mouseout leaving the teaser in the corner.



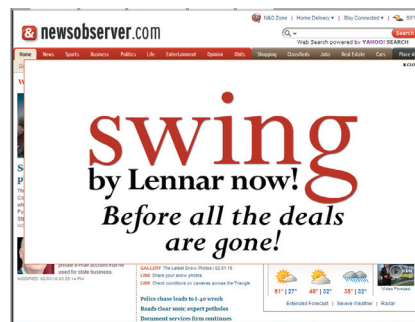
Weekday	\$4,500*
Weekend Day	\$3,150*

*Plus \$250 production fee.

Only one rich media ad per page.

Sliding Billboards

Make an impact on our Home Page with a Sliding Billboard. This large banner pushes the page contents down from the navigation bar and can be replayed by clicking on the button at the top of the page.



Weekday	\$4,500*
Weekend Day	\$3,150*

*Plus \$250 production fee.

Only one rich media ad per page.

For a live demo, visit:

www.newsobserver.com/static/advertising/demo/cornerpeel.html

For a live demo, visit:

www.newsobserver.com/static/advertising/demo/slidingbillboard.html