

# NORTH RALEIGH NEWS

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TOP STORY

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Developer John Kane last week formally unveiled Midtown's \$1 billion North Hills East development, which includes an upscale European-style...

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CRIME MAP

FEATURED HEADLINES

City, residents reach curfew agreement  
The city and downtown Raleigh residents reached a curfew agreement last week for a forthcoming 5,000-square-foot amphitheater next to the...

Sending shoes to Haiti's poor  
Haiti Gov. Jean-Bertrand Aristide arrived at the Cameron Village office to a ringing phone, adding more calls to at least a dozen her voice mail...

School board dismisses report  
Members of Wake County's new school board in March are analyzing a report that found that pulling the plug on the controversial...

NEWS

Photo appeared here in caption  
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July 6 talk on Wake  
Run parking on Glenwood Avenue at Park Pointe

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NEWS

Wednesday, Jan. 27, 2010

**City, residents reach curfew agreement**  
By RAY MARTIN-STUMP WRITER  
The city and downtown Raleigh residents reached a curfew agreement last week for a forthcoming 5,000-square-foot amphitheater next to the city's convention center. But it wasn't easy. The City Council helped negotiate a compromise between city officials and neighbors who live near the proposed amphitheater site. The city staff first suggested a noise curfew of 11 p.m. on the weekends and 10:30 p.m. during the week, a proposal neighbors opposed.

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HOME NEWS COLLAGES SHOPPING OBITUARIES SPECIAL OCCASIONS RESTAURANT SCORES

SITE SEARCH

NEWS

Wednesday, Feb. 03, 2010

**Raleigh wants election option**  
The city backs a state bill to let cities add public campaign financing.  
By KATHLEEN B. BOWMAN  
The Capital City wants in on the chance to enact a public financing option for local political candidates. This is the message the City Council sent the N.C. General Assembly earlier this month when it approved a resolution supporting a bill pending in the state Senate that would give municipalities the authority to add a public campaign finance option. No specific form of public campaign finance is being considered. The resolution essentially asks the legislature that Raleigh would like the authority to consider such an option in the future. "It seems like it ought to be an option," said Raleigh Mayor Charles Meeker, who requested the resolution. "Raleigh may or may not pursue it, but the city should have the authority to do so if it wants." John Coon was the only council member to vote against the resolution - despite having used the public finance option when he ran unsuccessfully for state Insurance Commissioner. Coon said he needed more specifics. "The problem is that there were no details," he said. "I have used it, but I would like more details. It worked for me when I used it, because I started my campaign late. But there were a lot of things I thought I should have been able to do that I couldn't." Such a bill passed the state House last year, and similar action in a Senate committee. House Bill 120 would also allow cities to use inclosure orders to finance campaigns - similar to public-funded judicial races and other statewide offices - provided the state Board of Elections has the resources to supervise them. The idea behind public financing is to remove the influence of big money and avoid increases in local elections. Opponents of the bill say it's wrong to force candidates to give back the good...

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## Why Advertise Online?

Last year, 154 million individuals bought something online - that's 67% of the online population.\* 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 NorthRaleighNews.com?

Research shows that more consumers trust advertising on local newspaper Web sites than any other local media Web sites or portals. Even more significant, more consumers take action on ads on local newspaper Web sites than any other site. What can be more local than reaching consumers in your own backyard? Community news, information and advertising from local businesses are why thousands of readers turn to NorthRaleighNews.com each month and why your advertising plan should include this powerful medium to help grow your business.

**Average monthly site traffic:  
16,800 page views**

**85% of Greater Triangle adults have Internet Access.**  
Of these,  
- 80% shopped online in the past 12 months  
- 74% made a purchase online in the past 12 months

Source: Scarborough Research, Durham, Johnston, Orange and Wake Counties, October 2009 - September 2010

Source: Online Publishers Association, 2008  
\*Forrester Research, 2010  
\*\* Comscore



Secure an exclusive Rectangle and Ruler ad fixed on the home page of NorthRaleighNews.com for seven days. With premium placement on our homepage, these ads are designed to create top-of-mind awareness for the advertiser, support branding campaigns and drive readers to an advertiser's website.

## Limit 1 advertiser per week

- Banner creation included
- Banner clicks thru to advertiser website.

Rectangle - 300x250	\$100 per week
Ruler - 300x100	\$60 per week

## CPM Campaigns

728x90

300x250

300x100



For more flexibility, purchase a 728x90 leaderboard or 300x250 rectangle or 300x100 ruler ad on NorthRaleighNews.com

Ad Size	Location on Site	CPM
Leaderboard - 728x90	Top of inside pages	\$11.00
Rectangle - 300x250	Every page*	\$12.00
Ruler - 300x100	Every page	\$9.00

- Banner creation included.
- Banner clicks thru to advertiser website.

\*Rectangle ads will only run on the home page if an exclusive position is not sold that week.

## Sample Advertising Campaigns

Home Page



## Budget: \$175/Month

Have a limited budget? There are plenty of options for an effective online campaign. Here's what \$175 will buy:

### Option 1:

- Exclusive home page rectangle ad for one week
- 8,300 run-of-site ruler impressions throughout the month

### Option 2:

- Exclusive home page ruler ad for one week
- 9,600 run-of-site rectangle impressions throughout the month

### Option 3:

- 15,900 run-of-site leaderboard impressions throughout the month