

Channel Targeting & Section Front Advertising

newsobserver.com



knowing is better



newsobserver.com readers:

- 60% are employed in white collar occupations.
- 87% have eaten at a sit-down restaurant in the past 30 days
- 33% more likely to have investments (vs. total DMA adults)
- 37% more likely to have attended a high school, college or professional sporting event in the past 12 months (vs. total DMA adults)

Source: Scarborough Research, Raleigh-Durham DMA, October 2010 - September 2011

Why Advertise Online

More than 80% of adults in the Raleigh-Durham DMA have Internet access. Of these, 69% made a purchase online in the past 12 months. 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.

The Internet is cited as the top advertising medium for the following benefits:

- Most Convenient to use
- Easy to compare store prices
- Most up-to-date



Why newsobserver.com?

Newsobserver.com readers are loyal and rely on our family of websites 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.

72% 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 websites, with 62% saying that's a reason they visit.

Newsobserver.com can reach customers 24/7 – both at home, at work and on the go. Your ad will drive these local consumers directly to your website and your business. In fact, research shows that 46% of consumers take action after viewing ads on a local newspaper website. 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 website; local magazine site, a user review site or a portal.

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

Sources: Oniture Site Catalyst, 2011; Scarborough Research, October 2010-September 2011; NAA's Consumer Usage of Newspaper Advertising, conducted by MORI Research; Online Publishers Association, 2008

Channel Targeting and Section Front Advertising

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Exclusive Section-Front Advertising

Secure an exclusive ad fixed on some of the most popular section fronts with premium placement for 24 hours. Banner ads are designed to create top-of-mind awareness for the advertiser, support branding campaigns and drive readers to an advertiser's website.

Daily Average Impressions:

News - 4,600 Sports - 11,000 Business - 1,875 Life - 1,200 Entertainment - 650

Section	Leaderboard 728x90	Rectangle 300x250	Ruler 300x100	Roadblock 728x90 and 300x250	Corner Peel or Sliding Billboard*
Sports Section Front	\$225	\$275	\$150	\$425	\$750
News or Business Section Front	\$125	\$175	\$75	\$250	\$500
Life, Entertainment or Political Section Front	\$75	\$100	\$50	\$150	\$500

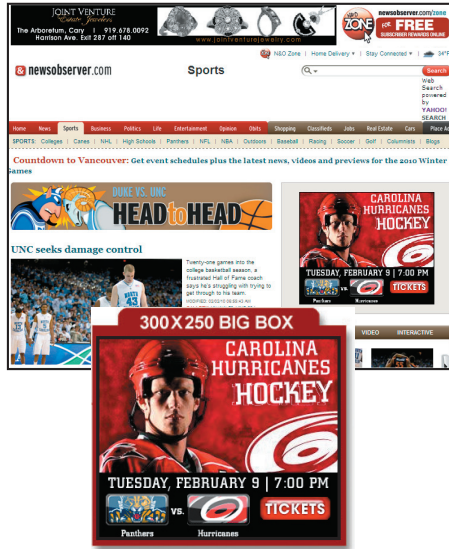
Saturday and Sunday rates are 30% off rates above

*Plus \$250 production fee.

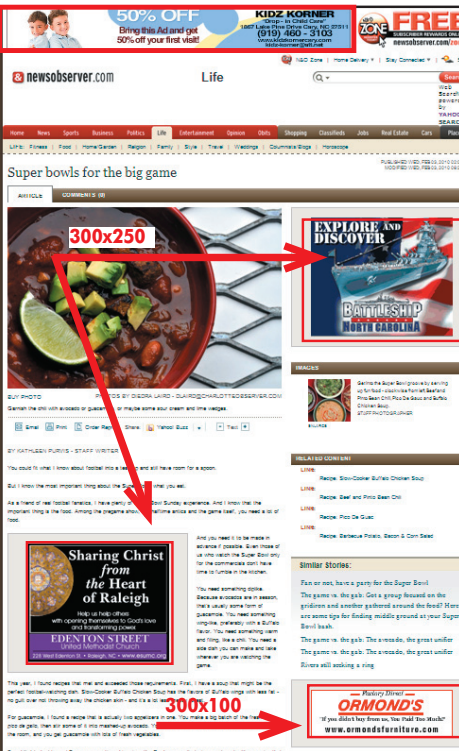
Channel Targeting

For more flexibility, create your own impression campaign to run throughout any of our content channels.

Size	Leaderboard 728x90	Rectangle 300x250	Ruler 300x100	Skyscraper 120/160x600
CPM	\$11.00	\$12.00	\$9.00	\$10.00



728x90



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

Size Availability:

300x100 - N&O Sites Only. Not available on Yahoo.

425x600 - Yahoo Mail Only. Not available on N&O sites.

160x600 - Only available on Yahoo sites, cars.com and homefinder pages

Site & Channel Targeting

SPORTS:

- College Sports
- Duke -NC Central
- NCSU -ACC Now
- UNC -ECU
- Wake Forest
- Outdoors
- High School
- Panthers
- NFL
- Carolina Hurricanes
- NHL
- NBA
- Soccer
- Racing
- Golf
- Baseball
- Blogs
- Tennis

NEWS:

- Local/State
- Nation/World
- Crime/Safety
- Education
- Health/Science
- Religion
- Weather
- Traffic
- Weird News
- Blogs
- BUSINESS:**
- Technology
- Stocks Center
- Consumer/Retail
- Economy
- Local/State
- Real Estate
- Blogs

LIFE:

- Fitness
- Food
- Home/Garden
- Celebrations
- Travel
- Family
- Style
- Horoscope
- Blogs
- ENTERTAINMENT**
- Arts
- Books
- Dining
- Music
- People
- TV/Movies
- Blogs

POLITICS

- Local
- Elections
- State
- National
- Blogs
- OPINION:**
- Editorials
- Other Views
- Letters to the Editor
- Blogs
- Obits
- Find n Save
- Classifieds
- Jobs
- Real Estate
- Cars