

# 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:
 

- Navigation: Home, News, Sports, Business, Politics, Life, Entertainment, Opinion, Obit, Shopping, Classifieds, Jobs, Real Estate, Cars, Place Ad.
- Search: Web Search powered by YAHOO! SEARCH.
- News Snippets: "Recruits' letters arrive at Triangle schools", "Scrap the Lightner public safety center?", "Most Triangle schools remain closed today".
- Advertisements: Verizon "Online Exclusive" for Motorola Rival, Kroger "lower prices" ad.
- Weather and Stocks: "at a glance: Triangle | Mountains | Beaches" with a 3-day forecast.
- Entertainment: "A NEW MUSICAL WICKED TICKETS ON SALE NOW" and "CAROLINA HURRICANES HOCKEY" advertisement.

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

newsobserver.com readers:

- 54% of our online readers are between the ages of 18-44.
- 76% of our online readers own their home.
- 56% of our online readers have a college degree.
- Our online readers have an average household income of \$88,144.

## 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

## Home Page Fixed Placement Advertising

- 300 x 250 Rectangle 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

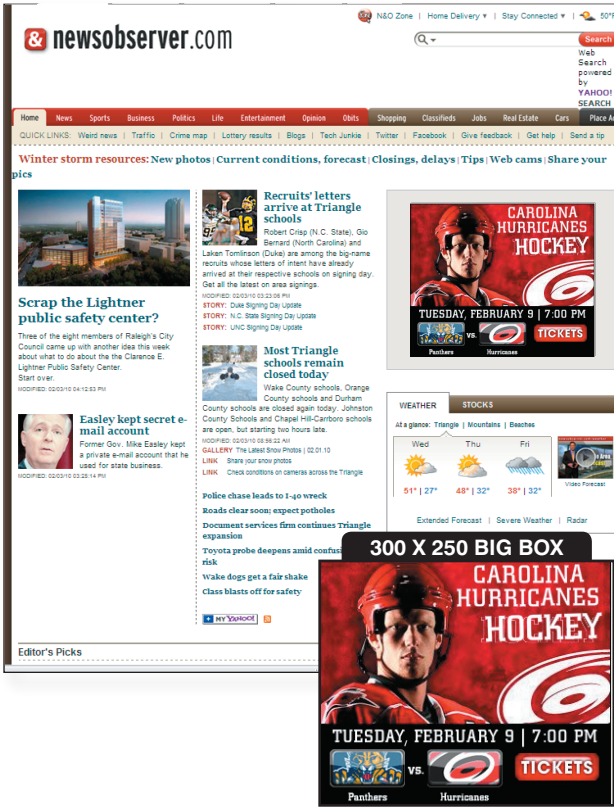
Newsobserver.com Home Page average daily impressions:  
**90,000+ Weekdays**      **48,000+ Sat. or Sun.**

	Daily Weekday Rate	Sat. or Sun. Rate
Rectangle fixed placement	\$1,800	\$1,260

## Home Page Targeting

- For more flexibility, create your own impression campaign to run on our home page
- Available when fixed position is not sold

	CPM
Rectangle impression-based advertising	\$17.00



## 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	\$2,500*
Weekend Day	\$1,750*

\*Plus \$250 production fee.

Only one rich media ad per page.

For a live demo, visit:

[www.newsobserver.com/static/advertising/demo/cornerpeel.html](http://www.newsobserver.com/static/advertising/demo/cornerpeel.html)

## 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.



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Weekend Day	\$1,750*

\*Plus \$250 production fee.

Only one rich media ad per page.

For a live demo, visit:

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