

# Corner Peels & Sliding Billboards

newsobserver.com



knowing is better



**Average monthly site traffic:  
23.5 million page views**

newsobserver.com readers:

- 54% of our online readers are between the ages of 18-44.
- 78% 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 \$88,114.

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 assist with their buying decisions. 89% of buyers do research online before making a 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 it's a reason they visit.

Newsobserver.com can reach customers 24/7 – at home, at work and on the go. Your ad will drive these local consumers directly to your site 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: Omniture Site Catalyst, 2011; Scarborough Research, October 2010-September 2011; NAA's Consumer Usage of Newspaper Advertising, conducted by MORI Research; Online Publishers Association, 2008

OL011 • 01.27.12

## Dynamic Section-Front Advertising Corner Peels

Secure 100% of the daily traffic on our section fronts with a Corner Peel. The corner peel is a floating ad anchored to the corner of the page. The peel opens when the user mouses over and closes either on mouseout or when the user clicks a link to close it, leaving the teaser in the corner.

The full peeled graphic is 800 pixels wide and 550 pixels tall. The teaser graphic is 125 pixels tall and 100 pixels wide. On both the teaser and peeled graphics, half the ad area is used for the ad message.

Only one Rich Media ad per page. \$250 production fee per creative. Weekend dates earn a 30% discount.



SECTION ORDERED	Daily Rates
Home Page	\$2,500
Sports Section Front	\$750
News Section Front	\$500
Business Section Front	\$500
Politics Section Front	\$500
Lifestyles Section Front	\$500
Entertainment Section Front	\$500

For a live demo, visit  
[www.newsobserver.com/static/advertising/demo/cornerpeel.html](http://www.newsobserver.com/static/advertising/demo/cornerpeel.html)

## Dynamic Section-Front Advertising Sliding Billboards



Make an impact while securing 100% of the daily traffic on our section fronts with a Sliding Billboard. This large banner pushes the page contents down from the navigation bar. It starts as a pencil ad (972 pixels wide x 30 pixels deep) and expands when clicked.

The full sliding billboard graphic is 972 pixels wide by 500 pixels deep and can be replayed by clicking the ad at the top of the page.

Only one Rich Media ad per page. \$250 production fee per creative. Weekend dates earn a 30% discount.

SECTION ORDERED	Daily Rates
Home Page	\$2,500
Sports Section Front	\$750
News Section Front	\$500
Business Section Front	\$500
Politics Section Front	\$500
Lifestyles Section Front	\$500
Entertainment Section Front	\$500

For a live demo, visit  
[www.newsobserver.com/static/advertising/demo/slidingbillboard.html](http://www.newsobserver.com/static/advertising/demo/slidingbillboard.html)