

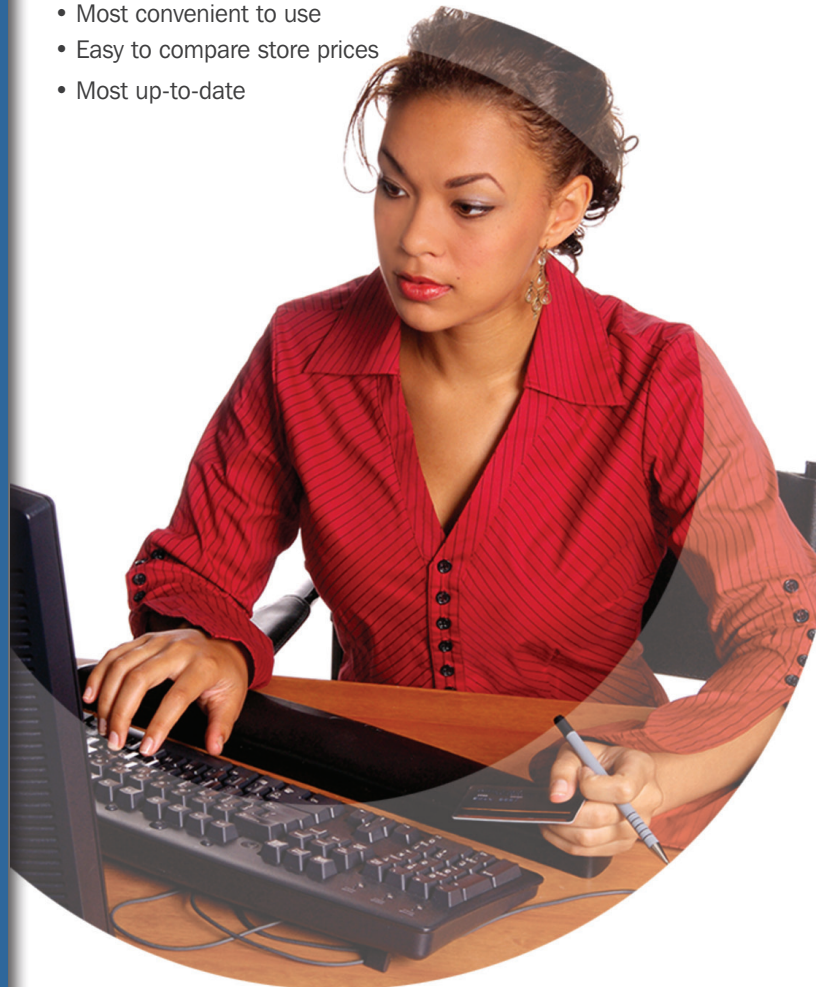


Why Advertise Online?

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



**Average monthly site traffic:
95,000 page views**

**88% of Greater Triangle adults have Internet Access.
Of these,**

- 80% shopped online in the past 12 months
- 76% made a purchase online in the past 12 months

Source: Scarborough Research, Durham, Johnston, Orange and Wake Counties, October 2010 - September 2011

Why ChapelHillNews.com?

Research shows that more consumers trust advertising on local newspaper websites than any other local media sites or portals. Even more significant, more consumers take action on ads on local newspaper websites 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 chapelhillnews.com each month and why your advertising plan should include this powerful medium to help grow your business.

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

Home Page Exclusive



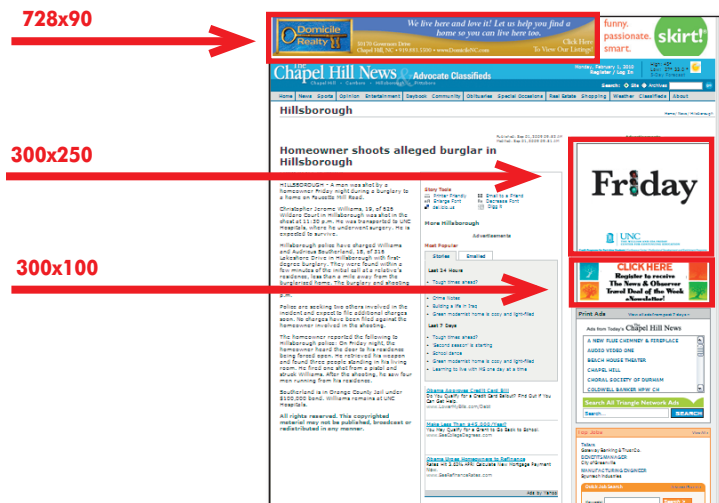
Secure an exclusive Rectangle or Ruler ad fixed on the home page of ChapelHillNews.com for seven days. With premium placement on our homepage, these ads are designed to create top-of-mind awareness for the advertiser, support branding campaigns and drive readers to an advertiser's website.

Limit 1 advertiser per week
Average weekly impressions: 11,980

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

Rectangle - 300x250	\$200 per week
Ruler - 300x100	\$120 per week

CPM Campaigns



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



Budget: \$300/Month

Have a limited budget? There are plenty of options for an effective online campaign. Here's what \$300 will buy:

Option 1:

- Exclusive home page rectangle ad for one week
- 3,300 run-of-site ruler impressions throughout the month

Option 2:

- Exclusive home page ruler ad for one week
- 11,600 run-of-site rectangle impressions throughout the month

Option 3:

- 27,200 run-of-site leaderboard impressions throughout the month