

E-mail Blast newsobserver.com registered users

Special Offers: Margaux's Restaurant triangle.com

Due to Overwhelming Demand,
Offer Extended...
now thru Sept. 30th

**Three-Course
Prix-Fixe Menu
\$24.95**

It's never been more affordable to experience Margaux's Prix Fixe Menu. Only \$24.95pp now through September 30th!

Conveniently located in the heart of North Raleigh, our new outdoor patio is perfect for a night in or a casual lunch in the fresh air. We're now open for lunch 5 days a week. Our quaint atmosphere, our ever-changing menu and Southern hospitality is sure to provide a meal to remember.

Tonight's Menu

Lunch Served Mon-Fri • Dinner: Mon-Sat 5:30-10:00pm • 8111 Creedmoor Rd., Raleigh, NC 27612

Special Offers: SRI Shoe Warehouse triangle.com

SRI Shoe Warehouse - \$10 off every \$50

the shoes.
the styles.
the savings.

STOCK UP ON
FALL FOOTWEAR FROM SRI

\$10 OFF
EVERY \$50 YOU SPEND

**FREE SHOES
FOR A YEAR**

PRINT COUPON & ENTER CONTEST

From October 31, 2009 - for every \$50 you spend at SRI Shoe Warehouse, the more you save!

Free brand shoes for men, women, and kids. NOW is the time to stock up. All shoes already priced at up to 60% off everyday retail prices.

Year contest! Click here to print coupon and enter contest

1144 Raleigh (919) 872-2880 | Mon-Sat 10-9 | Sun 12-6

Special Offers: Crabtree Tavern triangle.com

Crabtree Tavern
UPSCALE SPORTS BAR

Now Open
Official Bar of the US National Soccer teams

Specials include:

- Nightly Food and Drink Specials
- Bar Specials 4:30pm-6pm Weekdays
- Full Menu

Features:

- 20 Big HD Screen TVs
- Saturday and Sunday Brunch 8am-2pm

\$10 OFF
1 coupon per table or group. Not valid with any other offer.
Food Only. Excludes alcohol.
Expires: Jan 31, 2010.

Hours
Weekdays 11am - Late
Weekends 8am - Late

Special Offers: The Grove Park Inn triangle.com

The Grove Park Inn
RESORT & SPA
ASHEVILLE, NC

HISTORICALLY LOW HOLIDAY RATES

Starting from
\$889*
CHRISTMAS
MEMORIES & MORE
For 2 adults

3 nights Property View room accommodations
Christmas Day Grand Buffet, per adult
Breakfast per person
your choice of Blue Ridge Dining Room's lavish buffet or in-room dining
Grove Park Inn Signature Ornament
One decorated table-top Christmas Tree

For reservations call 866.629.6255 or visit
groveparkinn.com/historicallylowholidays

Ask about other holiday packages starting from \$189 per night.

*Limited availability. Some restrictions apply, please visit web site for details.



Email Blasts: Immediate Touch - Personalized Message

E-mail blasts help your business deliver relevant, informative and personalized messages to your targeted audience. E-mail has several unique advantages over other communications media including speed, cost of delivery, personalized one-to-one communication and immediate feedback on response. E-mail blasts enable you to keep in touch with customers and prospects, and develop long-term and profitable relationships. This tool can direct them straight to your Web site and is highly proven in the real world.



Why newsobserver.com?

- newsobserver.com has over 290,000 registered users
- E-mail Blast contains ONE EXCLUSIVE advertiser (all eyes on your product or service)
- E-mail recipients are selected by ZIP code, so advertisers can target geographically or by the median household income of a ZIP
- Limited inventory is available each month. Some ZIP codes sell out quickly, so book early!
- We will send your e-mail-ready blast or create one for you. (Please allow 5 business days for production)
- Cost is \$60 cpm (cost per thousand) with a minimum purchase of 25,000 targeted recipients per launch. There is a \$250 production/delivery fee per launch.

Contact your account executive or call us:

919-836-5600



Email Blasts Reach A Desirable Audience

N&O Registered Users...

- Have the Highest Income Levels
- Respond well to Email Blasts that market higher end/luxury products
- Can be targeted by ZIP codes and/or Median Household Income from across the state
- Are highly concentrated in Wake County
- Are Predominantly in the 45 - 59 age range
- Are most likely to have incomes between \$75k - \$249k
- Own their own Home
- Live in homes with a market value between \$250,000 and \$1M
- Are Married - many with children
- Subscribe to the print edition of The N&O
- Are most likely to belong to the following Prizm Groups: Upper Crust, Blue Blood Estates, Movers and Shakers, Winners Circle, Country Squires, and Beltway Boomers

Source: Claritas, Inc.

Email Blast Specs and Standards

- **Our email blasts have a standard header that identifies them as coming from the N&O.**
WHY? To let our users know that this email is from a trusted source.
- **Email blasts are 600px wide.**
WHY? Most mail clients (Outlook, MacMail, Gmail, Hotmail, etc) have a "preview pane" that displays the email message. Setting the width of the blast to 600px ensures that it will display the full width of your message in all mail clients.
- **Give the user a reason to open the email - a discount, a special offer or a freebie.**
WHY? This will distinguish your email from the hundreds of spam offers the user receives daily!
- **Use a small number of images.**
WHY? Most mail clients block images from displaying by default. If the recipient is interested in opening your email, s/he will turn images on when reading it.
- **Avoid large images at the top of your email.**
WHY? Because mail clients block images! If the user just sees a big empty block at the top of the email, they are unlikely to open it and read your message.
- **Use "alt" text for all images, and make them clickable.**
WHY? If the image is blocked, "Alt" text will ensure that the user will understand that there is more to see. Also, users tend to click on images expecting them to do something - make them go to your site!
- **Use LOTS of text and background colors to convey your message.**
WHY? Text and background colors will appear regardless of your customer's mail client settings.
- **Use web-friendly fonts for text - Arial, Times, Helvetica and Courier.**
WHY? All email clients have different capabilities for displaying text. If you use a non-standard font for your email, it may affect how readable your advertising message is.