

## 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:  
88,500 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 TheHerald-NC.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 theherald-nc.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 TheHerald-NC.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: 4,920**

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

Rectangle - 300x250	\$125 per week
Ruler - 300x100	\$75 per week

## CPM Campaigns

728x90



300x250

300x100

For more flexibility, purchase a 728x90 leaderboard or 300x250 rectangle or 300x100 ruler ad on TheHerald-nc.com

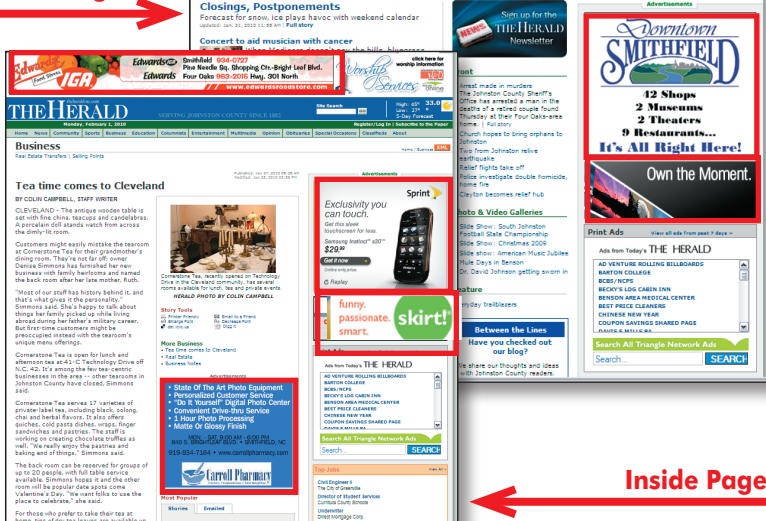
Ad Size	Location on Site	CPM
Leaderboard - 728x90	Top of inside pages	\$11.00
Rectangle - 300x250	Every page*	\$12.00
Ruler - 300x100	Every page	\$9.00

- 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

Home Page



Inside Page

## 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