

THE DURHAM NEWS

thedurhamnews.com

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



The screenshots show the Durham News website interface. The top screenshot displays a weather forecast for Monday, February 1, 2010, and a headline "Keep up with the wintry weather". Below this, there are several news articles, including "City putting form over function" and "NCCU band to honor Haiti today". The middle screenshot shows a "Save Hundreds on Your Auto Insurance" advertisement for 21st Century Insurance, along with a "CLICK HERE Register to receive The News & Observer Travel Deal of the Week Newsletter!" button. The bottom screenshot shows a "She keeps Durham beautiful" article by David Elstein, a "PRESELLING NOW" advertisement, and a "Cheerios BEGIN with HEART" advertisement.

**Average monthly site traffic:
28,000 page views**

88% of Greater Triangle adults have Internet Access.

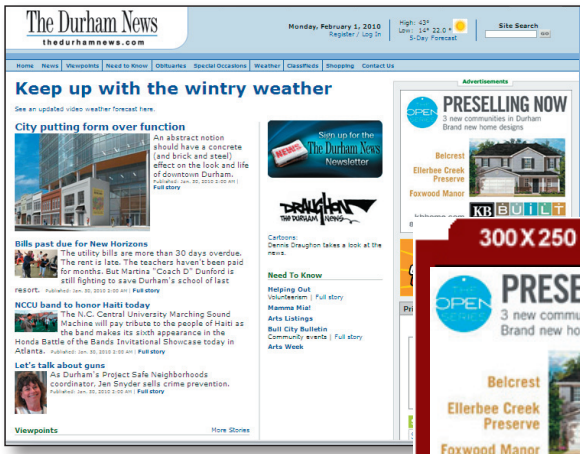
- Of these,**
- 80% shopped online in the past 12 months
 - 76% made a purchase online in the past 12 months

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

Why TheDurhamNews.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 TheDurhamNews.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



Secure an exclusive Rectangle or Ruler ad fixed on the home page of TheDurhamNews.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: 1,300

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

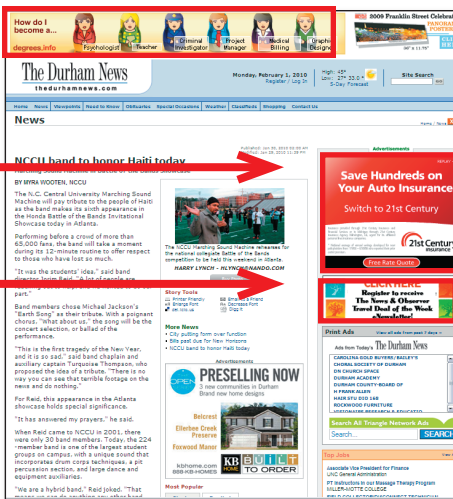
Rectangle - 300x250	\$100 per week
Ruler - 300x100	\$60 per week

CPM Campaigns

728x90

300x250

300x100



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

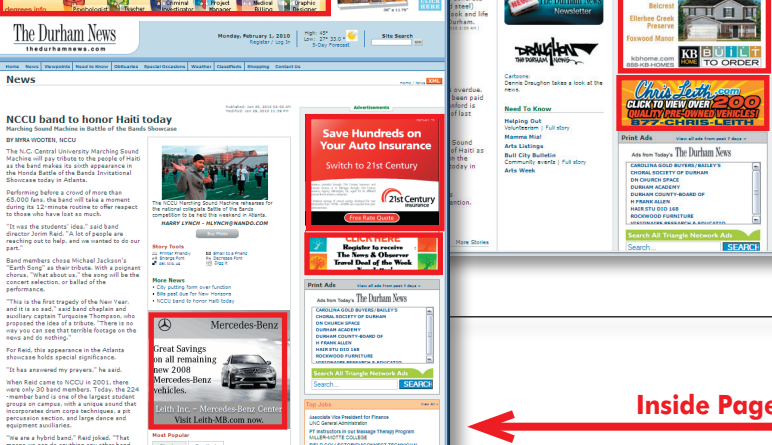
- Banner creation included.
- Banner clicks thru to advertiser website.

*Rectangle ads will only run on the home page if an exclusive position is not sold that week.

Sample Advertising Campaigns

Home Page

Home Page



Inside Page

Budget: \$175/Month

Have a limited budget? There are plenty of options for an effective online campaign. Here's what \$175 will buy:

Option 1:

- Exclusive home page rectangle ad for one week
- 8,300 run-of-site ruler impressions throughout the month

Option 2:

- Exclusive home page ruler ad for one week
- 9,600 run-of-site rectangle impressions throughout the month

Option 3:

- 15,900 run-of-site leaderboard impressions throughout the month