

SOUTHWEST WAKE NEWS

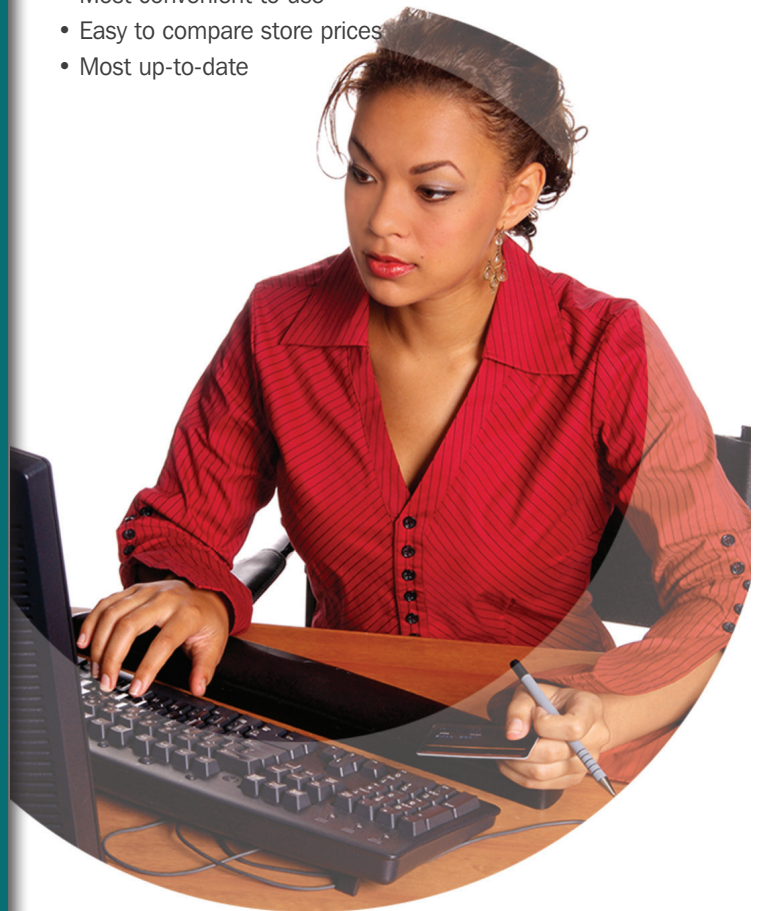
southwestwakenews.com

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 website's layout with sections for 'TOP STORY', 'NEWS HEADLINES', 'FEATURED HEADLINES', and 'ARTS & MORE'. The main article in the top screenshot is 'Sniffing out crime' about a dog sniffing out a poacher. The middle screenshot features an article 'Apex hits the brakes on junk cars' and a 'Top Producer in Wake County Since 1990' advertisement. The bottom screenshot shows a 'Movie release party' article and a 'Simply Beautiful' advertisement.

**Average monthly site traffic:
12,000 page views**

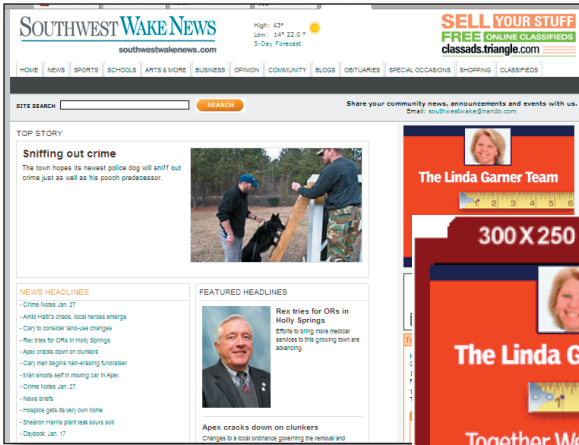
88% of Greater Triangle adults have Internet Access.
Of these,
- 80% shopped online in the past 12 months
- 76% made a purchase online in the past 12 months

Why SouthwestWakeNews.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 SouthWestWakeNews.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

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



Secure your exclusive Rectangle or Ruler ad fixed on the home page of SouthwestWakeNews.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 — 2,640
- 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 SouthwestWakeNews.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

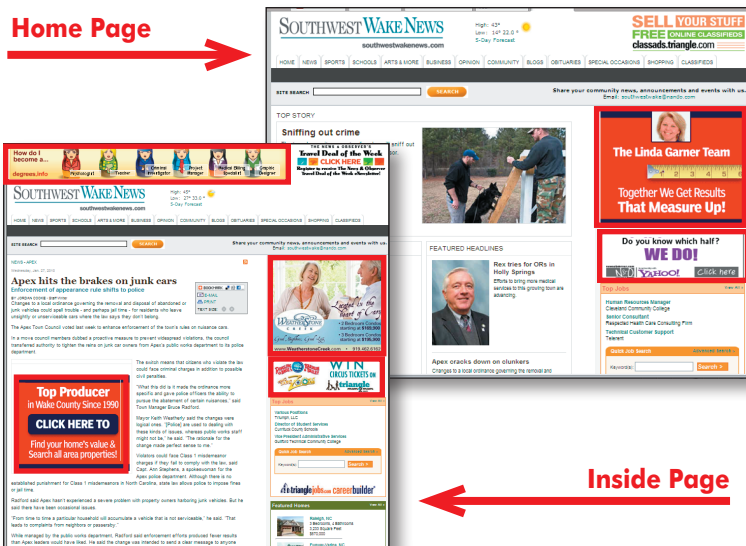
- Banner creation included.
- Banner clicks thru to advertiser website.

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

Sample Advertising Campaigns

Budget: \$175/Month

Home Page



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