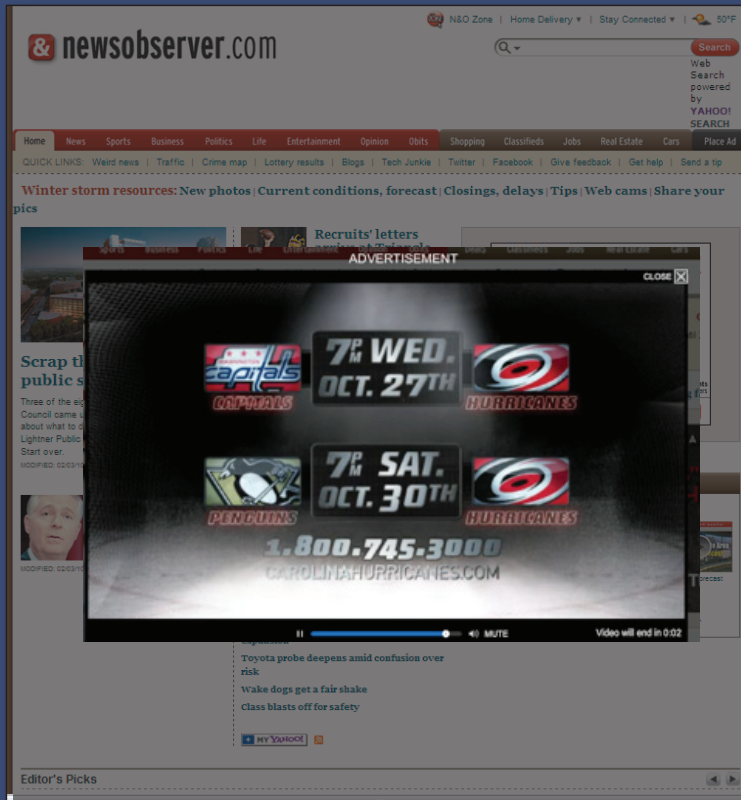


# Video Takeover

Video advertising is all the rage and is now available in a bigger, better format on newsobserver.com. The Video Takeover position dominates the page and utilizes sight, sound and motion to capture its audience.



**Average monthly traffic:  
 23.5 million page views**

newsobserver.com readers:

- 54% of our online readers are between the ages of 18-44.
- 78% of our online readers own their home.
- 57% of our online readers have a college degree.
- Our online readers have an average household income of \$89,016.

Source: Scarborough Research  
 Raleigh-Durham DMA, October 2010 - September 2011

## Video Takeover Advertising

- Exclusive advertiser in the Video Takeover
- Page goes gray and the video takes up to 85% of the screen and plays in the middle of the screen.
- Video player is 576 x 324 pixels
- One video per user per 24 hours
- Easily closed and has a time remaining clock
- Includes links to your Facebook and Twitter
- Video format: .flv
- Each video ad carries a \$250 production fee

POSITION	CPM
Newsobserver.com Home Page	\$35
Newsobserver.com Section Fronts or Community Paper Fronts	\$25

Contact your account executive or call us:

**919-836-5600**

<http://advertising.newsobserver.com>