

Email Newsletters



knowing is better



Reach your target consumer before they even come to our website!

By advertising in any of our 35 email newsletters, your business' ad can be seen alongside our news content that we email out to subscribers of that newsletter. With daily, weekly, and monthly sponsorship opportunities across all segments of our news coverage, there are a variety of email newsletters available to meet your marketing objectives. Email newsletter sponsorships are also a great complement to your banner campaign on our websites, for maximum impact.

- Email Newsletter Sponsorship includes both 728x90 and 300x250 ad positions. Gif/JPEG files only.
- Ads appear only in emails opened by a user on the day purchased. Consecutive dates may be purchased.

Daily Sponsorships

Daily Sponsorships	Expected # of sends	Avg subscriber list size per send	Daily Rate
Breaking News	Average 3 per day	14,490	\$2,600
Afternoon Update	1 per day (Mon-Fri)	13,580	\$800
Local & State News	1 per day	9,475	\$550
Today at a Glance	1 per day	9,150	\$550
Sports	1 per day	6,219	\$350
Business	1 per day	5,275	\$350
Food & Fitness	1 per day	4,840	\$275
Education	1 per day	4,595	\$275
UNC Sports	1 per day	4,567	\$275
College Sports	1 per day	4,261	\$275
Crime & Safety	1 per day	4,039	\$275
Politics	1 per day	3,686	\$225
Lifestyles	1 per day	3,571	\$225
NCSU Sports	1 per day	3,376	\$225
NC Business News	1 per day	3,314	\$225
Family & Community	1 per day	3,160	\$225
Editorials	1 per day	3,050	\$225
Health & Science	1 per day	2,829	\$150
Duke Sports	1 per day	2,506	\$150
Technology/Biotech	1 per day	2,482	\$150

Weekly Sponsorships

Weekly Sponsorships	Expected # of sends	Avg subscriber list size per send	Weekly Rate
Plan Your Weekend (Friday)	1 per week	16,586	\$1,000
Carolina Hurricanes	7 per week	1,777	\$750
Wake Forest Sports	7 per week	785	\$325
ECU Sports	3 per week	1,116	\$200

Monthly Sponsorships

Monthly Sponsorships	Expected # of sends	Avg subscriber list size per send	Monthly Rate
Home & Garden	4-5 per month	2,838	\$750
North Raleigh News	4-5 per month	1,118	\$300
Chapel Hill News	4-5 per month	950	\$300
Cary News	4-5 per month	935	\$300
Durham News	4-5 per month	720	\$225
Eastern Wake News	4-5 per month	581	\$175
Midtown Raleigh News	4-5 per month	556	\$175
Herald NC	4-5 per month	420	\$125
Garner-Cleveland Record	4-5 per month	375	\$125
Southwest Wake News	4-5 per month	296	\$125

Contact Your Account Executive
or call us: 919-836-5600
advertising.newsobserver.com