

Floorboard

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 own 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

newsobserver.com



knowing is better

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 aid them with their buying decisions. 89% of buyers do research online before making their 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



Why newsobserver.com

Newsobserver.com readers are loyal and rely on our family of websites to keep them up to date on the latest news, to view and respond to our blogs and forums, for local entertainment options and to find advertising for local businesses.

72% of our online users return to the site within 3 days and many visit multiple times each day, giving your marketing message the valuable, repetitive exposure it needs. Advertising is one of the top reasons consumers turn to newspaper websites, with 62% saying that's a reason they visit.

Newsobserver.com can reach customers 24/7 – at home, at work and on the go. Your ad will drive these local consumers directly to your website and your business. In fact, research shows that 46% of consumers take action after viewing ads on a local newspaper website. This includes making a purchase, going to a store or conducting research. That's more than those who take action after viewing ads on a local television website; local magazine site, a user review site or a portal. Be sure to include newsobserver.com in your advertising plans.

Sources: Omniture Site Catalyst, 2011; Scarborough Research, October 2010-September 2011; NAA's Consumer Usage of Newspaper Advertising, conducted by MORI Research; Online Publishers Association, 2008

Floorboard

February 1, 2012

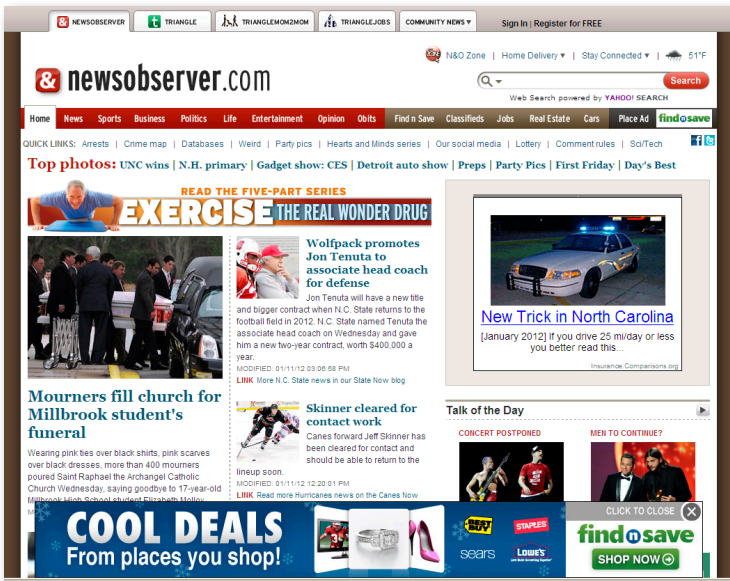
Floorboard. An ad with 'staying power!'

Floorboards are like small billboards that adhere to the bottom of the browser window and remain open until the user clicks the close button, which closes the floorboard panel, leaving the pencil behind.

The full expanded Floorboard is 960x110px. When closed, a pencil (960x30) remains.

The user can re-expand the Floorboard but they cannot close the pencil.

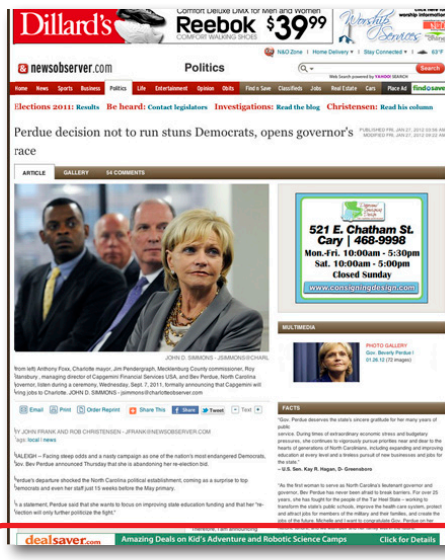
Only one Rich Media ad per page.
 \$250 production fee per creative.



N&O Home Page



Expanded Floorboard



960x30
 Pencil Remains
 When Closed

FLOORBOARD	RATE
newsobserver.com Home Page Weekday	\$2,500
newsobserver.com Home Page Weekend Day	\$1,750
Story Pages	\$20 CPM

Each Floorboard ad carries a \$250 production fee.

newsobserver.com

 knowing is better

Contact your account executive
 or call us:
 919-836-5600

advertising.newsobserver.com