

Real Estate

Search Marketing • CPM Campaigns
Featured Properties • Premium Positions

The image shows two screenshots of the HomeFinder.com website. The top screenshot displays a property listing for 114 Camille Ct. in Chapel Hill, NC, with a price of \$450,000. It includes a photo of the house, a map, and contact information for the broker. The bottom screenshot shows the search interface with a search bar, filters, and a grid of featured homes. A banner for 'KB HOME BIG DEAL DAYS' is visible at the top of the second screenshot.

newsobserver.com readers:

- Have a median household income of \$79,215 - 26,000 higher than total DMA adults*
- 54% are college graduates (vs. 29% for total DMA adults)
- 31% more likely to be planning to buy a home in the next 12 months (vs. total DMA adults)
- 10.3 million visitors annually from the Triangle's top 10 inflow states. **

*Source: Scarborough Research, Raleigh-Durham DMA, April 2009-March 2010

**Source: Omniture SiteCatalyst and the Census

newsobserver.com



knowing is better



Why Advertise Online?

Real estate is an information business. 90% of homebuyers used the Internet as a tool during their home search and 61% viewed a home online before walking through it.*



Why newsobserver.com?

Newsobserver.com readers are loyal and affluent. 73%** 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.

Expand your reach inside and outside of the market. 42% of our weekly online users don't read the printed product, and we attract users from all across the country who may be researching the area for relocation.

*Source: 2009 National Association of Realtors Profile of Home Buyers & Sellers Survey

**Source: Omniture Site Catalyst, 2009

For more information, contact your sales representative, call 919-829-4602 or send an e-mail to homefinder@newsobserver.com

Exclusive Section-Front Advertising

Secure exclusive premium positioning on the Real Estate Index page with daily, weekly or monthly options. Agent of the Week is a prominent, affordable position. Make a splash with the Roadblock (both the 728x90 and 300x250 position simultaneously) or a Sliding Billboard.

POSITION	COST	TIMEFRAME
Agent of the Week	\$300	Per week
Roadblock	\$500	Per week
Corner Peel	\$500	Per week

CPM Campaigns

Appear throughout the Real Estate channel and real estate search results to keep your message in front of active real estate consumers.

Size	728x90	300x250	160x600
CPM*	\$18.40	\$20.00	\$23.40


*N&O Dollar Volume contract advertisers earn a lower rate

Listing Showcase Product

Promote your listings locally and nationally with our HomeFinder real estate search and generate property-specific leads at the same time! Enhanced listings appear first in the search results and contain more information consumers are searching for.


PACKAGE	RATE
Broker Office Package	\$150 per month
Builder Package	\$150 per month
Agent Package	\$49 per month
Hot Property	\$100 per month

102 Barton Ln., Chapel Hill, NC 27516 New Listing!




\$489,825
Beds: 5 Baths: 3 Full
Single Family Home
Gently lived in cul-de-sac home in chapel hill school district, 5-bedrooms & 3-full baths; bonus room could be...

[Property Details](#) [Save](#)




Allen Tate Co. Inc.
(888) 876-7958

203 Oak Park Dr., Chapel Hill, NC 27514



\$485,000 (Reduced 06/11/10)
Beds: 4 Baths: 3 Full, 1 Half
Single Family Home
Mostly 1-level home w/walkout basement. Light, open interior. Lr w/fp. Separate dr. Kit w/granite counters, breakfast...

[Property Details](#) [Save](#)



Tony Hall & Associates
Tony Hall
(888) 823-0948