

REAL ESTATE ADVERTISING RATES

The News & Observer
Effective August 17, 2009

Dollar Volume Contracts – ROP & Zones^{1, 2}

Rates based on 6-Columns

Rate Level	Annual Minimum Expenditure	The N&O Full Run 6-Column Inch Rate			N&O Full Run 6-Column Line Rate ³	Zone ROP ^{4, 5, 6}
		Mon-Thurs & Weekend Section	Friday & Saturday	Sunday		6-Column Inch Rate North, Southeast, West FRIDAY
1	Open	\$108.17	\$111.62	\$134.70	\$9.62	\$35.28
2	\$1,000	\$84.70	\$89.79	\$106.53	\$7.61	\$25.93
3	\$2,000	\$77.61	\$82.26	\$97.60	\$6.97	\$24.64
4	\$4,000	\$73.35	\$77.90	\$92.26	\$6.59	\$23.78
5	\$7,000	\$69.63	\$73.95	\$87.59	\$6.26	\$23.06
6	\$10,000	\$67.47	\$71.65	\$84.84	\$6.06	\$22.49
7	\$15,000	\$65.27	\$69.32	\$81.87	\$5.85	\$21.92
8	\$20,000	\$62.67	\$66.55	\$78.62	\$5.62	\$21.49
9	\$30,000	\$59.88	\$63.58	\$74.31	\$5.31	\$21.06
10	\$40,000	\$57.70	\$60.97	\$72.01	\$5.14	\$20.97
11	\$50,000	\$55.54	\$58.34	\$69.71	\$4.98	\$20.86
12	\$75,000	\$54.14	\$57.18	\$68.64	\$4.90	\$20.77
13	\$100,000	\$43.00	\$46.00	\$56.00	\$4.00	\$20.66
14	\$150,000	\$39.00	\$42.00	\$52.00	\$3.71	\$20.57
15	\$225,000	\$31.50	\$34.50	\$44.50	\$3.18	\$20.47
16	\$300,000	\$27.75	\$30.75	\$40.75	\$2.91	\$20.47
17	\$400,000	\$26.90	\$29.90	\$39.90	\$2.85	\$20.47
18	\$500,000	\$25.75	\$28.75	\$38.75	\$2.77	\$20.47
19	\$600,000	\$23.00	\$26.00	\$36.00	\$2.57	\$20.47
20	\$700,000	\$23.00	\$26.00	\$36.00	\$2.57	\$20.47
21	\$800,000	\$23.00	\$26.00	\$36.00	\$2.57	\$20.47
22	\$900,000	\$23.00	\$26.00	\$36.00	\$2.57	\$20.47
23	\$1,000,000	\$23.00	\$26.00	\$36.00	\$2.57	\$20.47

Dollar Volume Contracts – Community Newspapers^{1, 2}

Rates based on 6-Columns

Rate Level	Annual Minimum Expenditure	Midtown Raleigh News WED		North Raleigh News WED		The Cary News WED		Southwest Wake News WED		The Chapel Hill News WED & SUN		The Durham News WED & SAT		Eastern Wake News WED		Garner-Clayton Record WED		The Herald WED	
		Inch Rate	Line Rate	Inch Rate	Line Rate	Inch Rate	Line Rate	Inch Rate	Line Rate	Inch Rate	Line Rate	Inch Rate	Line Rate	Inch Rate	Line Rate	Inch Rate	Line Rate	Inch Rate	Line Rate
1	Open	\$35.28	\$2.52	\$35.28	\$2.52	\$33.46	\$2.39	\$27.76	\$1.98	\$20.75	\$1.48	\$20.81	\$1.49	\$19.22	\$1.37	\$21.90	\$1.56	\$21.90	\$1.56
2	\$1,000	\$25.93	\$1.85	\$25.93	\$1.85	\$25.33	\$1.81	\$21.01	\$1.50	\$10.67	\$0.76	\$16.83	\$1.20	\$11.28	\$0.81	\$16.18	\$1.16	\$16.18	\$1.16
3	\$2,000	\$24.64	\$1.76	\$24.64	\$1.76	\$23.66	\$1.69	\$19.63	\$1.40	\$10.20	\$0.73	\$16.13	\$1.15	\$11.10	\$0.79	\$16.00	\$1.14	\$16.00	\$1.14
4	\$4,000	\$23.78	\$1.70	\$23.78	\$1.70	\$22.40	\$1.60	\$18.59	\$1.33	\$9.74	\$0.70	\$15.43	\$1.10	\$10.74	\$0.77	\$15.49	\$1.11	\$15.49	\$1.11
5	\$7,000	\$23.06	\$1.65	\$23.06	\$1.65	\$21.83	\$1.56	\$18.11	\$1.29	\$9.27	\$0.66	\$14.72	\$1.05	\$10.47	\$0.75	\$15.09	\$1.08	\$15.09	\$1.08
6	\$10,000	\$22.49	\$1.61	\$22.49	\$1.61	\$21.65	\$1.55	\$17.96	\$1.28	\$8.87	\$0.63	\$14.02	\$1.00	\$10.14	\$0.72	\$14.63	\$1.05	\$14.63	\$1.05
7	\$15,000	\$21.92	\$1.57	\$21.92	\$1.57	\$21.46	\$1.53	\$17.79	\$1.27	\$8.60	\$0.61	\$13.33	\$0.95	\$9.89	\$0.71	\$14.26	\$1.02	\$14.26	\$1.02
8	\$20,000	\$21.49	\$1.54	\$21.49	\$1.54	\$21.13	\$1.51	\$17.53	\$1.25	\$8.29	\$0.59	\$12.63	\$0.90	\$9.73	\$0.70	\$14.03	\$1.00	\$14.03	\$1.00
9	\$30,000	\$21.06	\$1.50	\$21.06	\$1.50	\$20.70	\$1.48	\$17.17	\$1.23	\$7.93	\$0.57	\$11.92	\$0.85	\$9.65	\$0.69	\$13.91	\$0.99	\$13.91	\$0.99
10	\$40,000	\$20.97	\$1.50	\$20.97	\$1.50	\$19.60	\$1.40	\$16.26	\$1.16	\$7.68	\$0.55	\$11.82	\$0.84	\$9.59	\$0.69	\$13.84	\$0.99	\$13.84	\$0.99
11	\$50,000	\$20.86	\$1.49	\$20.86	\$1.49	\$19.27	\$1.38	\$15.98	\$1.14	\$7.48	\$0.53	\$11.71	\$0.84	\$9.38	\$0.67	\$13.52	\$0.97	\$13.52	\$0.97
12	\$75,000	\$20.77	\$1.48	\$20.77	\$1.48	\$18.94	\$1.35	\$15.71	\$1.12	\$7.27	\$0.52	\$11.60	\$0.83	\$9.16	\$0.65	\$13.21	\$0.94	\$13.21	\$0.94
13	\$100,000	\$20.66	\$1.48	\$20.66	\$1.48	\$18.56	\$1.33	\$15.39	\$1.10	\$7.07	\$0.51	\$11.50	\$0.82	\$8.87	\$0.63	\$12.78	\$0.91	\$12.78	\$0.91
14	\$150,000	\$20.57	\$1.47	\$20.57	\$1.47	\$18.20	\$1.30	\$15.09	\$1.08	\$6.86	\$0.49	\$11.39	\$0.81	\$8.55	\$0.61	\$12.33	\$0.88	\$12.33	\$0.88
15+	\$225,000+	\$20.47	\$1.46	\$20.47	\$1.46	\$17.84	\$1.27	\$14.80	\$1.06	\$6.66	\$0.48	\$11.25	\$0.80	\$8.00	\$0.57	\$11.54	\$0.82	\$11.54	\$0.82

1 All ROP rates reflected are net.

2 Dollar volume contracts may not be fulfilled with a single insertion.

3 Multiple day volume discounts are available for line ads ordered to run consecutive days in any given week as follows: 2 days 10%; 3 days 15%; 4 days 20%; 5 days 25%; 6 days 30%; 7 days 40%. Discounts applied to calendar week of Monday-Sunday. Ads running skip

days are discounted according to the number of ads in any given week. Ads that cross over calendar weeks will be discounted according to the days in each week.

4 Minimum zoned ad size is four (4) column inches unless ad is being repeated from full run.

5 Zoned Rates are for individual retail advertisers. Instate (multi-sig) zoned advertising will be charged zoned open rate.

6 Two zones, same section, maximum per day (one color charge per section for zoned color ads).

Color Pricing

An additional charge for including color on any ad insertion in The News & Observer will be administered as a percentage of the per insertion charge associated with the cost of the ad: For ad insertions in our community newspapers, an additional base charge of \$50 plus a percentage of the per insertion charge associated with the cost of the ad will be administered:
N&O, Friday Zone.....15%
Community Newspapers.....\$50 base plus 15%

Specialty products:

Saturday Real Estate:

Featured Homes – News & Observer Only	
Double	\$295
Single	\$165
Featured Homes – News & Observer and Online	
Double	\$349
Single	\$199
Select Homes	\$425
New Home Open House	\$359
Realtor Marketplace	\$75
Agent of the Week (Front of Section)	\$300
Featured Company of the Week (Front of Section)	
Primary	\$500
Secondary	\$250

Real Estate Zones (Friday):

Featured Homes	
Double	\$99
Single	\$59
Select Homes	\$150
Agent of the Week	\$100
Featured Company of the Week	
Primary	\$175
Secondary	\$85

Advertising published at these rates is subject to all terms and conditions of The News & Observer's current rate cards to the extent not inconsistent herewith.