

REAL ESTATE ADVERTISING RATES

The News & Observer
Effective October 31, 2011

Dollar Volume Contracts – ROP^{1, 2}

Rate Level	Annual Minimum Expenditure	The N&O Full Run		The N&O Full Run Modular Ad - Full Color ⁴			The N&O Full Run Modular Ad - Black & White ⁴			Online Liner Ads Per Day Rate		
		6-Column Inch Rate	6-Column Line Rate ³	Double Truck	Full Page	Half Page	Quarter Page	Double Truck	Full Page		Half Page	Quarter Page
1	Open	\$45.63	\$5.50	\$10,400.00	\$5,200.00	\$2,800.00	\$1,550.00	\$8,400.00	\$4,200.00	\$2,250.00	\$1,250.00	\$2.00
2	\$1,000	\$45.63	\$5.34	\$10,400.00	\$5,200.00	\$2,800.00	\$1,550.00	\$8,400.00	\$4,200.00	\$2,250.00	\$1,250.00	\$1.85
3	\$2,000	\$45.63	\$5.17	\$10,400.00	\$5,200.00	\$2,800.00	\$1,550.00	\$8,400.00	\$4,200.00	\$2,250.00	\$1,250.00	\$1.75
4	\$4,000	\$45.63	\$5.01	\$10,400.00	\$5,200.00	\$2,800.00	\$1,550.00	\$8,400.00	\$4,200.00	\$2,250.00	\$1,250.00	\$1.50
5	\$7,000	\$45.63	\$4.84	\$10,400.00	\$5,200.00	\$2,800.00	\$1,550.00	\$8,400.00	\$4,200.00	\$2,250.00	\$1,250.00	\$1.45
6	\$10,000	\$45.63	\$4.68	\$10,400.00	\$5,200.00	\$2,800.00	\$1,550.00	\$8,400.00	\$4,200.00	\$2,250.00	\$1,250.00	\$1.35
7	\$15,000	\$45.63	\$4.51	\$10,400.00	\$5,200.00	\$2,800.00	\$1,550.00	\$8,400.00	\$4,200.00	\$2,250.00	\$1,250.00	\$1.30
8	\$20,000	\$45.63	\$4.35	\$10,400.00	\$5,200.00	\$2,800.00	\$1,550.00	\$8,400.00	\$4,200.00	\$2,250.00	\$1,250.00	\$1.25
9	\$30,000	\$44.27	\$4.18	\$10,088.00	\$5,044.00	\$2,716.00	\$1,503.50	\$8,148.00	\$4,074.00	\$2,182.50	\$1,212.50	\$1.20
10	\$40,000	\$42.90	\$4.02	\$9,776.00	\$4,888.00	\$2,632.00	\$1,457.00	\$7,896.00	\$3,948.00	\$2,115.00	\$1,175.00	\$1.15
11	\$50,000	\$41.53	\$3.85	\$9,464.00	\$4,732.00	\$2,548.00	\$1,410.50	\$7,644.00	\$3,822.00	\$2,047.50	\$1,137.50	\$1.10
12	\$75,000	\$40.16	\$3.69	\$9,152.00	\$4,576.00	\$2,464.00	\$1,364.00	\$7,392.00	\$3,696.00	\$1,980.00	\$1,100.00	\$1.05
13	\$100,000	\$38.79	\$3.52	\$8,840.00	\$4,420.00	\$2,380.00	\$1,317.50	\$7,140.00	\$3,570.00	\$1,912.50	\$1,062.50	\$1.00
14	\$150,000	\$37.42	\$3.36	\$8,528.00	\$4,264.00	\$2,296.00	\$1,271.00	\$6,888.00	\$3,444.00	\$1,845.00	\$1,025.00	\$1.00

Dollar Volume Contracts – Zone & Community Newspapers⁵

Rate Level	Annual Minimum Expenditure	Zone ROP Friday Weekend Section		Community Newspapers Wednesday & Sunday	
		6 Column Inch Rate	6 Column Line Rate ³	6 Column Inch Rate	6 Column Line Rate ³
1	Open	\$15.97	\$14.42	\$15.97	\$1.50
2	\$1,000	\$15.97	\$12.26	\$15.97	\$1.28
3	\$2,000	\$15.97	\$11.82	\$15.97	\$1.23
4	\$4,000	\$15.97	\$11.39	\$15.97	\$1.19
5	\$7,000	\$15.97	\$10.96	\$15.97	\$1.14
6	\$10,000	\$15.97	\$10.53	\$15.97	\$1.10
7	\$15,000	\$15.97	\$10.09	\$15.97	\$1.05
8	\$20,000	\$15.97	\$9.66	\$15.97	\$1.01
9	\$30,000	\$15.49	\$9.23	\$15.49	\$0.96
10	\$40,000	\$15.01	\$8.80	\$15.01	\$0.92
11	\$50,000	\$14.53	\$8.36	\$14.53	\$0.87
12	\$75,000	\$14.06	\$7.93	\$14.06	\$0.83
13	\$100,000	\$13.58	\$7.50	\$13.58	\$0.78
14	\$150,000	\$13.10	\$7.07	\$13.10	\$0.74

Modular Ads – Zone & Community Newspapers⁵

Rate Level	Annual Minimum Expenditure	Rates include Full Color (subject to press availability) Modular Ads in Friday Weekend Zone are limited to one zone per week			
		Double Truck	Full Page	Half Page	Quarter Page
1	Open	\$1,800	\$900	\$550	\$395
2	\$1,000	\$1,800	\$900	\$550	\$395
3	\$2,000	\$1,800	\$900	\$550	\$395
4	\$4,000	\$1,800	\$900	\$550	\$395
5	\$7,000	\$1,800	\$900	\$550	\$395
6	\$10,000	\$1,800	\$900	\$550	\$395
7	\$15,000	\$1,800	\$900	\$550	\$395
8	\$20,000	\$1,800	\$900	\$550	\$395
9	\$30,000	\$1,800	\$900	\$550	\$395
10	\$40,000	\$1,800	\$900	\$550	\$395*
11	\$50,000	\$1,800	\$900	\$550	\$395*
12	\$75,000	\$1,800	\$900	\$550	\$395*
13	\$100,000	\$1,800	\$900	\$550	\$395*
14	\$150,000	\$1,800	\$900	\$550	\$395*

Please see your account executive for contract levels over \$150,000

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 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 Modular ads do not qualify for repeat discounts. Ads running at the inch rate do qualify for repeat discounts as outlined in the Local Rate Card. Black & white modular ads are billed at either the column inch rate or modular rate, whichever is less.

5 Includes The Cary News, The Chapel Hill News, The Clayton News-Star, The Durham News, Eastern Wake News, Garner-Cleveland Record, The Herald, Midtown Raleigh News, North Raleigh News and Southwest Wake News

*Or earned rate, whichever is less

Color Pricing

For non-modular ads, an additional charge for including color on any ad insertion in The News & Observer or our community newspapers will be administered as a percentage of the per insertion charge associated with the cost of the ad. **There is a minimum color charge of \$100 per insertion.**

The News & Observer & Community Newspapers..... 35%

Front Page Ad Strips

	Section A	Other Sections
N&O - Sunday	\$4,500	\$3,600
N&O - Friday & Saturday	\$4,000	\$3,200
N&O - Monday-Thursday	\$3,500	\$2,800
The Cary News	\$995	Frequency Discount (All Publications) 6x.....10% 13x.....15% 26x.....20% 52x.....30%
The Chapel Hill News	\$595	
The Clayton News-Star	\$395	
The Durham News	\$695	
Eastern Wake News	\$395	
Garner-Cleveland Record	\$395	
The Herald	\$595	
Midtown Raleigh News	\$995	
North Raleigh News	\$995	
Southwest Wake News	\$795	

Ads must be 6 columns x 2" deep
Rates include color and ads must run in color. All ads are subject to creative review and acceptance by Publisher

Specialty products:

Featured Homes and Select Homes

Saturday Home & Garden/Real Estate and Online:**

Self Serve**

Select Homes	\$429
Featured Homes	
Double	\$349
Single	\$199

Community Newspapers - Print and Online:

Featured Homes	
Double	\$119
Single	\$69

*Includes seven days on newsobserver.com and seven days on Homefinder.com Featured Homes.

**Advertiser uploads their ad data using our Wave2 platform.

Other specialty products:

Saturday Home & Garden/Real Estate:

Home & Garden Spadea - Pricing upon request
New Home Community Profile - Earned contract rate for 1/4-page, full-color modular ad less 10%

Agent of the Week (Front of Real Estate) \$300
Realtor Marketplace \$75

Rental Living (Sunday N&O):

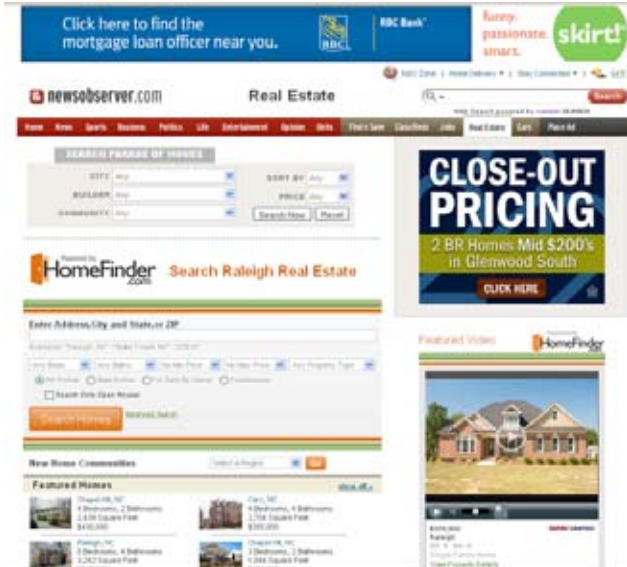
Single \$99
Double \$179

Chapel Hill News (Sunday):

Front Page Featured Home..... \$125
New Home Community Profile..... \$335.50*
*Or earned modular 1/4-page, full-color rate less 10%, whichever is less

REAL ESTATE ADVERTISING RATES

The News & Observer
Effective October 31, 2011



HomeFinder Showcase Packages¹

Agent Package	
	Monthly Rate
Cost per agent	\$40.00
Builder or Broker Package	
	Monthly Rate Per Office of Per Community
1-2 Offices or Communities	\$150.00
3-5 Offices or Communities	\$142.50
6-9 Offices or Communities	\$135.00
10-15 Offices or Communities	\$127.50
16+ Offices or Communities	\$120.00

¹Rates based on a 12-months agreement

HomeFinder Single Property Websites²

	Cost Per Listing
1 Listing	\$50
2-10 Listings	\$45
11-20 Listings	\$40
21+ Listings	\$35

²Requires advertiser to have a Showcase Package. Must commit to and prepay for total number of annual listings

Single Property Websites



Newsobserver.com

Featured Video Listings

Video runs on Real Estate Home Page until the property sells

	Cost Per Video
Single Video	\$50
Two Videos	\$40
Three Videos	\$35
Four or More Videos	\$30

Town Sponsorship

728x90 and 300x250 Roadblock on search results pages

	Cost Per Month
Raleigh	\$300
Cary	\$250
Chapel Hill or Durham	\$200

Exclusive Section Front Ads - Real Estate Home Page

	Cost Per Week
Roadblock - 728x90 and 300x250	\$450
Sliding Billboard	\$1,000

CPM Campaigns - Real Estate

Ads appear throughout the Real Estate channel

	Cost Per Thousand
Leaderboard - 728x90	\$11.00
Rectangle - 300x250	\$12.00

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.