

# RECRUITMENT ADVERTISING - AGENCY RATES

The News & Observer  
Effective August 17, 2009

Dollar Volume Contracts – ROP & Zones<sup>1, 2</sup>  
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 <sup>3</sup>	Zoned ROP <sup>4, 5, 6</sup>		
		Mon-Thurs & Weekend Section	Friday & Saturday	Sunday		Weekend Section (FRIDAY)		
						North	Southeast	West
1	Open	\$141.40	\$145.91	\$176.08	\$12.58	\$46.12	\$25.79	\$44.33
2	\$1,000	\$110.72	\$117.38	\$139.26	\$9.95	\$33.89	\$19.08	\$30.61
3	\$2,000	\$101.45	\$107.53	\$127.58	\$9.12	\$32.21	\$18.32	\$29.54
4	\$4,000	\$95.88	\$101.82	\$120.60	\$8.61	\$31.08	\$17.75	\$28.81
5	\$7,000	\$91.02	\$96.67	\$114.49	\$8.18	\$30.14	\$17.24	\$28.11
6	\$10,000	\$88.20	\$93.66	\$110.91	\$7.92	\$29.40	\$16.72	\$27.36
7	\$15,000	\$85.32	\$90.61	\$107.02	\$7.65	\$28.66	\$16.22	\$26.68
8	\$20,000	\$81.92	\$86.99	\$102.78	\$7.34	\$28.09	\$15.89	\$26.18
9	\$30,000	\$78.27	\$83.11	\$97.14	\$6.94	\$27.53	\$15.56	\$25.62
10	\$40,000	\$75.42	\$79.69	\$94.13	\$6.73	\$27.41	\$15.49	\$25.51
11	\$50,000	\$72.60	\$76.26	\$91.13	\$6.51	\$27.27	\$15.41	\$25.39
12	\$75,000	\$70.76	\$74.74	\$89.73	\$6.41	\$27.15	\$15.35	\$25.26
13	\$100,000	\$69.73	\$73.61	\$88.41	\$6.32	\$27.01	\$15.28	\$25.14
14	\$150,000	\$68.34	\$72.14	\$87.07	\$6.22	\$26.89	\$15.21	\$25.01
15	\$225,000	\$67.64	\$71.40	\$86.21	\$6.15	\$26.75	\$15.13	\$24.91
16	\$300,000	\$66.64	\$69.66	\$85.32	\$6.09	\$26.75	\$15.13	\$24.91
17	\$400,000	\$68.98	\$68.98	\$83.89	\$5.99	\$26.75	\$15.13	\$24.91
18	\$500,000	\$64.67	\$68.28	\$83.27	\$5.95	\$26.75	\$15.13	\$24.91
19	\$600,000	\$63.93	\$67.76	\$82.62	\$5.91	\$26.75	\$15.13	\$24.91
20	\$700,000	\$63.16	\$67.24	\$81.98	\$5.86	\$26.75	\$15.13	\$24.91
21	\$800,000	\$62.65	\$66.40	\$81.58	\$5.82	\$26.75	\$15.13	\$24.91
22	\$900,000	\$62.02	\$65.74	\$80.76	\$5.76	\$26.75	\$15.13	\$24.91
23	\$1,000,000	\$61.41	\$65.08	\$79.96	\$5.72	\$26.75	\$15.13	\$24.91

<sup>1</sup> Rates reflected are gross and qualify for a 15% agency discount to advertising placed by agencies specializing in help wanted advertising.

<sup>2</sup> Dollar volume contracts may not be fulfilled with a single insertion.

<sup>3</sup> Multiple day volume discounts are available for ads ordered to run consecutive days.

**Repeat policy:**

Full run ads which repeat up to 4 times in any five day period will receive additional discounts. The first ad is charged full price, the second ad is 50% off and up to 3 additional ads are at 75% off. Sunday is always full price regardless of where the ad is in the order. However, a Sunday ad that repeats the following Sunday will receive 20% off the second Sunday.

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

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

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

**Weekly Contracts – Full Run**

Minimum number of full-priced column inches to be run each 7-day period Sunday through Saturday for 52, 26 or 13 consecutive weeks. Contract color rates apply to weekly contracts.

# of Weeks	Inches Per Week	Mon-Thurs & Weekend Section	Friday & Saturday	Sunday	6-Column Line Rate
52	2	\$70.42	\$75.04	\$89.85	\$5.46
52	4	\$69.58	\$74.21	\$89.00	\$5.40
52	8	\$69.09	\$73.68	\$88.44	\$5.37
52	15	\$68.46	\$73.02	\$87.76	\$5.33
52	30	\$67.13	\$71.48	\$86.12	\$5.23
52	60	\$65.16	\$69.48	\$83.80	\$5.09
52	126	\$63.91	\$68.14	\$82.48	\$5.01
26	2	\$80.64	\$85.28	\$101.12	\$6.14
26	4	\$79.75	\$84.44	\$100.26	\$6.09
26	8	\$79.20	\$83.84	\$99.64	\$6.05
26	15	\$78.60	\$83.15	\$98.98	\$6.01
13	2	\$90.76	\$95.38	\$112.19	\$6.81
13	4	\$89.86	\$94.48	\$111.26	\$6.76
13	8	\$89.25	\$93.86	\$110.61	\$6.72
13	15	\$88.67	\$93.16	\$109.92	\$6.67

**Weekly Contracts – Zoned ROP – Weekend Section (Friday)**

# of Weeks	Inches Per Week	North Zone	Southeast Zone	West Zone
52	2	\$27.80	\$16.46	\$26.48

**Color Rates - Full Run**

	Mon-Thurs and Weekend Section		Friday, Saturday and Sunday	
	Open	Contract	Open	Contract
<b>Black + 1 Color</b>				
Ads 20" or less	\$692.94	\$440.00	\$797.65	\$532.94
Ads 20.5" to 40"	923.53	587.06	1,063.53	710.59
Ads 40.5" to 126"	1,155.29	732.94	1,330.59	885.88
<b>Full Color</b>				
Ads 20" or less	1,540.00	977.65	\$1,776.47	\$1,182.35
Ads 20.5" to 40"	2,052.94	1,303.53	2,365.88	1,577.65
Ads 40.5" to 126"	2,568.24	1,629.41	2,960.00	1,971.76

**Color Zoned ROP**

	Weekend Section (FRI)	
	Open	Contract
<b>Black + 1 Color</b>		
Ads 20" or less	\$317.65	\$244.71
Ads 20.5" to 40"	363.53	276.47
Ads 40.5" to 126"	455.29	345.88
<b>Full Color</b>		
Ads 20" or less	494.12	376.47
Ads 20.5" to 40"	617.65	470.59
Ads 40.5" to 126"	707.06	538.82

# RECRUITMENT ADVERTISING - AGENCY RATES

The News & Observer  
Effective August 17, 2009

## Dollar Volume Contracts – Community Newspapers<sup>1, 2</sup> 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	\$46.12	\$3.29	\$46.12	\$3.29	\$43.74	\$3.13	\$36.28	\$2.59	\$27.13	\$1.94	\$27.20	\$1.94	\$25.12	\$1.80	\$28.62	\$2.05	\$28.62	\$2.05
2	\$1,000	\$33.89	\$2.42	\$33.89	\$2.42	\$33.11	\$2.36	\$27.46	\$1.96	\$13.94	\$1.00	\$22.00	\$1.58	\$14.74	\$1.06	\$21.15	\$1.51	\$21.15	\$1.51
3	\$2,000	\$32.21	\$2.31	\$32.21	\$2.31	\$30.93	\$2.21	\$25.66	\$1.83	\$13.33	\$0.95	\$21.08	\$1.51	\$14.51	\$1.04	\$20.92	\$1.49	\$20.92	\$1.49
4	\$4,000	\$31.08	\$2.22	\$31.08	\$2.22	\$29.28	\$2.09	\$24.29	\$1.74	\$12.73	\$0.91	\$20.16	\$1.44	\$14.04	\$1.00	\$20.25	\$1.45	\$20.25	\$1.45
5	\$7,000	\$30.14	\$2.15	\$30.14	\$2.15	\$28.54	\$2.04	\$23.67	\$1.69	\$12.12	\$0.87	\$19.25	\$1.38	\$13.68	\$0.98	\$19.73	\$1.41	\$19.73	\$1.41
6	\$10,000	\$29.40	\$2.11	\$29.40	\$2.11	\$28.29	\$2.02	\$23.47	\$1.68	\$11.59	\$0.82	\$18.33	\$1.31	\$13.26	\$0.95	\$19.12	\$1.36	\$19.12	\$1.36
7	\$15,000	\$28.66	\$2.05	\$28.66	\$2.05	\$28.05	\$2.00	\$23.26	\$1.66	\$11.25	\$0.80	\$17.42	\$1.25	\$12.93	\$0.93	\$18.64	\$1.33	\$18.64	\$1.33
8	\$20,000	\$28.09	\$2.01	\$28.09	\$2.01	\$27.62	\$1.98	\$22.92	\$1.64	\$10.84	\$0.78	\$16.51	\$1.18	\$12.72	\$0.91	\$18.34	\$1.31	\$18.34	\$1.31
9	\$30,000	\$27.53	\$1.96	\$27.53	\$1.96	\$27.06	\$1.93	\$22.45	\$1.60	\$10.36	\$0.74	\$15.58	\$1.12	\$12.61	\$0.91	\$18.19	\$1.29	\$18.19	\$1.29
10	\$40,000	\$27.41	\$1.95	\$27.41	\$1.95	\$25.62	\$1.84	\$21.26	\$1.52	\$10.04	\$0.72	\$15.45	\$1.11	\$12.54	\$0.89	\$18.09	\$1.29	\$18.09	\$1.29
11	\$50,000	\$27.27	\$1.95	\$27.27	\$1.95	\$25.19	\$1.80	\$20.89	\$1.49	\$9.78	\$0.69	\$15.31	\$1.09	\$12.26	\$0.87	\$17.67	\$1.26	\$17.67	\$1.26
12	\$75,000	\$27.15	\$1.94	\$27.15	\$1.94	\$24.75	\$1.76	\$20.53	\$1.47	\$9.51	\$0.68	\$15.16	\$1.08	\$11.98	\$0.86	\$17.27	\$1.24	\$17.27	\$1.24
13	\$100,000	\$27.01	\$1.93	\$27.01	\$1.93	\$24.26	\$1.73	\$20.12	\$1.44	\$9.24	\$0.66	\$15.04	\$1.07	\$11.59	\$0.82	\$16.71	\$1.19	\$16.71	\$1.19
14	\$150,000	\$26.89	\$1.92	\$26.89	\$1.92	\$23.79	\$1.69	\$19.73	\$1.41	\$8.96	\$0.64	\$14.89	\$1.06	\$11.18	\$0.80	\$16.12	\$1.15	\$16.12	\$1.15
15+	\$225,000+	\$26.75	\$1.91	\$26.75	\$1.91	\$23.32	\$1.67	\$19.34	\$1.38	\$8.71	\$0.62	\$14.71	\$1.05	\$10.46	\$0.75	\$15.08	\$1.08	\$15.08	\$1.08

1 Rates reflected are gross and qualify for a 15% agency discount to advertising placed by agencies specializing in help wanted advertising.  
2 Dollar volume contracts may not be fulfilled with a single insertion.

## Weekly Contracts – Community Newspapers

Minimum number of full-priced column inches to be run each 7-day period Sunday through Saturday for 52 consecutive weeks.  
Community newspaper contract color rates apply to weekly contracts

4" per week, 52 weeks	Publication Day(s)	6-Column Inch Rate	6-Column Line Rate
The Cary News	WED	\$22.66	\$1.62
The Chapel Hill News	WED & SUN	\$12.46	\$0.89
The Durham News	WED & SAT	\$17.87	\$1.28
Eastern Wake News	WED	\$12.73	\$0.91
Garner-Clayton Record	WED	\$17.48	\$1.25
The Herald	WED	\$17.48	\$1.25
Midtown Raleigh News	WED	\$27.80	\$1.99
North Raleigh News	WED	\$27.80	\$1.99
Southwest Wake News	WED	\$18.80	\$1.34

## Color Rates – Community Newspapers

	The Cary News, The Chapel Hill News, The Durham News, Garner-Clayton Record, The Herald, Midtown Raleigh News, North Raleigh News, Southwest Wake News		Eastern Wake News	
	Open	Contract	Open	Contract
<b>Black + 1 Color</b>				
Ads 20" or less	\$190.59	\$135.29	\$171.76	\$122.35
Ads 20.5" to 40"	217.62	151.76	196.47	136.47
Ads 40.5" to 126"	272.94	190.59	245.88	171.76
<b>Full Color</b>				
Ads 20" or less	384.74	268.24	345.88	241.18
Ads 20.5" to 40"	438.82	307.06	395.29	276.47
Ads 40.5" to 126"	548.24	384.71	492.94	345.88

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.