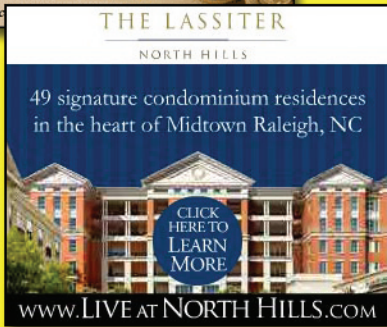
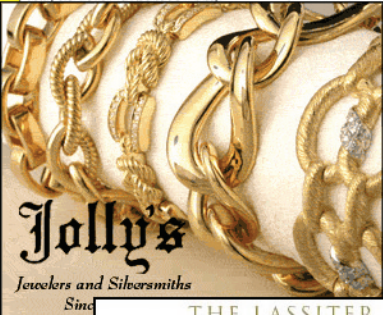
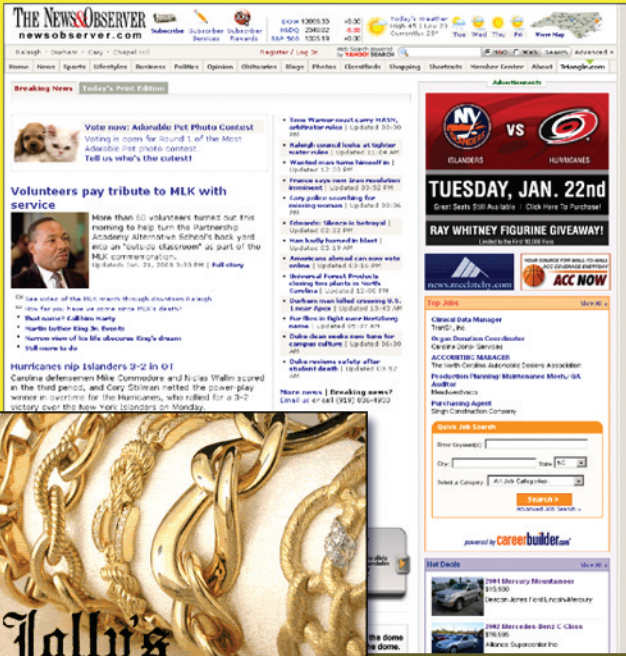


Remnant Advertising Program



**Average monthly site traffic:
12.6 Million page views**

newsobserver.com reaches:

- **38.2%** of the greater Triangle area adults between the ages of 25 and 34.
- **35.6%** of the greater Triangle area adults between the ages of 18 and 24.

newsobserver.com readers:

- **58.2%** of our online readers have a bachelor's degree.
- **64%** of our online readers have a household income of \$50,000 or more.

(Media Audit, August to Sept. 2007 in Wake, Durham, Orange, Johnston, Franklin and Chatham counties)

newsobserver.com



Why Advertise Online?

The number of people using the internet to research purchases is increasing, and more than half of these people ultimately purchase offline in their local area.



Why newsobserver.com?

Newsobserver.com readers are on the go. These active folks come to our site 24/7 for more than breaking news and quick headlines: they can see the larger picture with more content, more photos and interactive tools.

Reach this customer while they're making decisions and get YOUR business on their "to-do list."

Your banner ad will drive these LOCAL consumers directly to your website and your business. Ensure that your local marketing efforts include this valuable, mobile audience.

Remnant Advertising

Remnant advertising units are available on the newsobserver.com site network. Remnant ads are pre-emptible and only are available Run of Network (no targeting). Sites in our network include:

- NewsObserver.com
- Triangle.com
- Classifieds
- Apartments.com
- Cars.com
- Careerbuilder
- Trianglemom2mom.com
- CaryNews.com
- EasternWakeNews.com
- TheHerald-NC.com
- ChapelHillNews.com
- NorthRaleighNews.com
- TheDurhamNews.com

Only standard JPEG or GIF/animated GIF ads. (No rich media)



160X600
300 X 600
728 X 90
146 x 60
300x250 BIG BOX

SportDurst
MILLENNIUM AUTOMOTIVE GROUP
www.SportDurst.com

GREYSTONE
AT WIDEWATERS

ONLINE CASH MANAGER. THE EXTRA STRENGTH CASH MANAGEMENT SOLUTION FOR BUSINESS.
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SUNTRUST
Seeing beyond money

AMBERLY
CARY, NORTH CAROLINA
enhancing life, preserving traditions
www.AMBERLY.com



Remnant Advertising Packages

Ad Size	# of Monthly Packages	Monthly # Impressions Per Package*	Monthly Cost
146x60	8	500,000	\$1,500
728x90	8	500,000	\$3,000
300x250	8	500,000	\$3,500
300x600 or 160x60	8	500,000	\$4,000

*Impressions are not guaranteed and are pre-emptible.