

SERVICE DIRECTORY

The News & Observer
Effective December 27, 2010

Service Directory Line Rates, All Classifications

2 line minimum

Frequency - Discount	Weekly Volume Discount*						
	Open Rate	2 Days 10%	3 Days 15%	4 Days 30%	5 Days 25%	6 Days 30%	7+ Days 40%
Open rate	\$5.37	\$4.83	\$4.56	\$4.30	\$4.03	\$3.76	\$3.22
6 weeks - 15%	4.56	4.11	3.88	3.66	3.43	3.20	2.74
13 weeks - 25%	4.03	3.62	3.42	3.23	3.02	2.82	2.42
26 weeks - 35%	3.49	3.14	2.96	2.80	2.62	2.44	2.09
52 weeks - 50%	2.69	2.42	2.28	2.15	2.02	1.88	1.61

* 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.

Online (All Classifications except Automotive and Recruitment)

- 2 line minimum
- When adding online to your print schedule, you will receive a link to add photos and additional information to your online ad.
- Online ad expires 6 days after the last day of print.

Liner		Display
Base Rate	Per Day Rate	Classified Display
\$6.70	\$0.83	\$30.00

Community Newspapers

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

Liner		
Frequency	Base Rate	Per line rate
Open	\$5.00	\$2.08
6 weeks	5.00	1.30
13 weeks	5.00	1.25
26 weeks	5.00	1.18
52 weeks	5.00	1.05

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.