

Sports

Duke • NCSU • UNC • Wake Forest • ECU
College Sports • Preps • Bulls • Panthers
Hurricanes • Bobcats • Outdoors • Soccer
NASCAR • Golf • Mudcats

The screenshot shows the newsobserver.com website interface. The top navigation bar includes links for Home, News, Sports, Lifestyle, Business, Politics, Opinion, Obitis, Blogs, Multimedia, Classifieds, Shopping, Shortcuts, Member Center, and About. The main content area features a large article titled "It's Steelers vs. Cards" with a sub-headline "Evoking memories of the 'Steel Curtain,' Pittsburgh's defense forces the Ravens into key miscues and seals the win with an interception and score." Below the article is a "Related Content" section with links to "Oddsmakers pick Steelers to be super" and "Flacco finally plays like the rookie he is". The right sidebar contains a "Most Popular" section with a list of recent articles and a "Last 7 Days" section with a list of recent articles.

**Average monthly section traffic:
1,844,000 page views**

newsobserver.com reaches:

- 50% of Triangle area adults who shopped in a sporting goods store in the past 4 weeks.
- 57% of Triangle area adults who attended 3 or more college or professional sporting events in the past 12 months.
- 51% of Triangle area adults who played golf 3 or more times in the past 12 months.

(Media Audit – Raleigh-Durham. 2008)

newsobserver.com



knowing is better



Why Advertise Online?

Last year, 133.1 million individuals, nearly four-fifths of US Internet users, shopped online and nearly two-thirds of US Internet users, made at least one online purchase.* Shoppers also use the internet to aid them with their buying decisions. 89% of buyers do research online before making their purchase offline in their local area.**



Why newsobserver.com?

Newsobserver.com readers are loyal and rely on our family of Web sites to keep them up to date on the latest news, to view and respond to our blogs and forums, for local entertainment options and to find advertising for local businesses.

70% of our online users return to the site within 3 days and many visit multiple times each day, giving your marketing message the valuable, repetitive exposure it needs. Advertising is one of the top reasons consumers turn to newspaper Web sites, with 62% saying that's a reason they visit.

Newsobserver.com can reach customers 24/7 – both at home and at work. Your ad will drive these local consumers directly to your Web site and your business. In fact, research shows that 46% of consumers take action after viewing ads on a local newspaper Web site. This includes making a purchase, going to a store or conducting research. That's more than those who take action after viewing ads on a local television Web site; local magazine site, a user review site or a portal.

Be sure to include newsobserver.com in your advertising plans.

Source: Omniture Site Catalyst, 2008; NAA's 2006 Consumer Usage of Newspaper Advertising, conducted by MORI Research; Online Publishers Association, 2008
*emarketer, May 2008
** Comscore

The screenshot shows the homepage of newsobserver.com with a navigation bar, a search bar, and several news articles. A large advertisement for Mercedes-Benz is overlaid on the right side of the page. The ad features a 300x250 Big Box with the text: "Great Savings on all remaining new 2008 Mercedes-Benz vehicles. Visit Leith-MB.com now." The ad also includes a Mercedes-Benz logo and a photo of a car.

Exclusive Section-Front Advertising

Secure an exclusive Big Box ad fixed on the section front of Sports. With premium placement on the section front of Sports, Big Box ads are designed to create top-of-mind awareness for the advertiser, support branding campaigns and drive readers to an advertiser's website.

Save money by running 7 consecutive days.

# of Days	Weekday Rate	Sat. or Sun. Rate
1	\$275.00	\$192.50
2-3	\$248.00	\$173.00
4-7	\$234.00	\$163.50
8-15	\$220.00	\$154.00
16-30	\$193.00	\$135.00
30+	\$179.00	\$125.00

7 Consecutive Day Rate: \$1,497.00

Average daily impressions: Weekdays=11,000 Sat./Sun.=7,000
Add 30% for 300x600 banner size option.

- Banner Creation included
- Banner clicks through to advertiser website.

CPM Campaigns

The screenshot shows the same website as before, but with a different advertisement overlaid. The ad is for a 2009 Honda Civic and says: "The 2009 Honda Civic. Leith Honda in Raleigh." The ad is a 300x250 size. Red arrows point to the ad and its dimensions.

728x90

300x100

Sports Channel: 1.8 Million average page views per month

Sports Sub-Section	Monthly Traffic
College Sports	477,512
College Sports - Duke	43,557
College Sports - ECU	7,310
College Sports - NCSU	99,742
College Sports - UNC	130,020
College Sports - Wake Forest	9,809
Golf	2,305
Outdoors	42,587
Preps Sports & Videos	111,580
Pro Baseball, Bulls & Mudcats	3,782
Pro Basketball (Bobcats)	5,770
Pro Football (Panthers)	23,874
Pro Hockey (Hurricanes)	220,000
Pro Soccer	1,082
NASCAR	4,220

Run of Channel

For more flexibility, create your own impression campaign to run throughout the Sports Channel.

Size	728x90	300x250	160x600 or 300x600	300x100
CPM*	\$18.40	\$20.00	\$23.40	\$11.40

Targeted Channel

Provides the maximum level of targeting allowing you to pick any sub-section of Sports to target your message.

Size	728x90	300x250	160x600 or 300x600	300x100
CPM*	\$25.95	\$28.50	\$33.30	\$15.85

*N&O Dollar Volume contract advertisers earn a lower rate

All online campaigns apply towards fulfillment of N&O Dollar Volume contracts.