

Video Banners, Expandable Billboards, & Flyouts

newsobserver.com



knowing is better

Why Advertise Online?

Last year, 154 million individuals bought something online - that's 67% of the online population.* 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.

72% 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.

Sources: Omniture Site Catalyst, 2010; NAA's Consumer Usage of Newspaper Advertising, conducted by MORI Research; Online Publishers Association, 2008; * Forrester Research, 2010; ** Comscore

**Average monthly traffic:
17.9 million page views**

newsobserver.com readers:

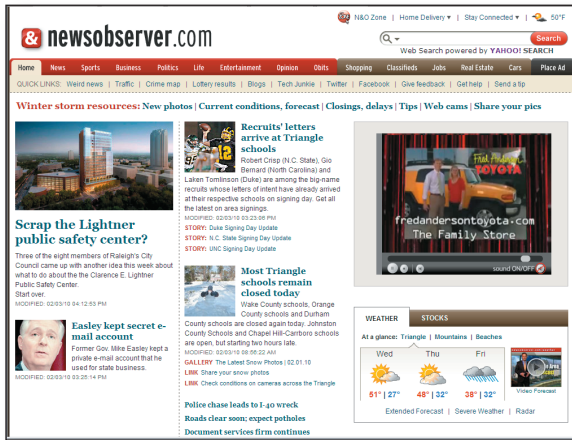
- 56% of our online readers are between the ages of 18-44.
- 86% of our online readers own their home.
- 58% of our online readers have a college degree.
- Our online readers have a median household income of \$80,404.

Source: Scarborough Research
Raleigh-Durham DMA, October 2009 - September 2010



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January 19, 2011



Dynamic Video Ad Banner

In this ad, the video is embedded in the 300x250 ad unit. The video plays automatically and the audio starts muted. The user must unmute the video ad to hear the audio.

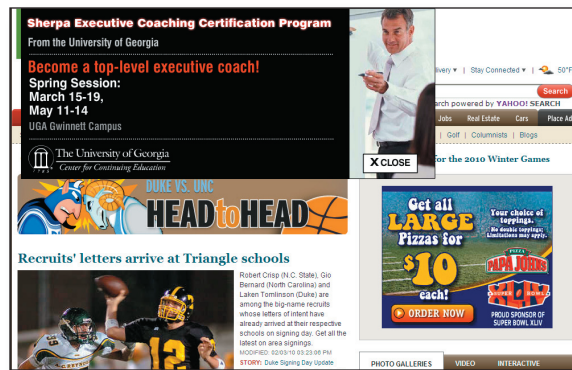
Each Video Ad carries a \$250 production fee and \$5/1000 impression premium to our regular banner rates.

Only one Rich Media ad per page.

Video Files Accepted: .flv, .mov (preferred), mpg/mpeg/mp2

VIDEO BANNERS	Price Premiums
CPM	+ \$5 CPM
Section Fronts	25%

For a live demo, visit: www.newsobserver.com/static/advertising/demo/video.html



Dynamic Expanding Billboards

In this ad, the 728x90 Leaderboard ad unit expands over the page content when the user holds their mouse over the ad. When expanded, the ad measures 728x300.

Each Expanding Billboard Ad carries a \$250 production fee and \$5/1000 impression premium to our regular banner rates.

Only one Rich Media ad per page.

EXPANDABLE BILLBOARDS	Price Premiums
CPM	+ \$5 CPM
Section Fronts	25%

For a live demo, visit: www.newsobserver.com/static/advertising/demo/expandingbillboard.html



Flyout Ad

In this ad a 200x200 floating element will “fly” across the page, pausing no more than one second over content. The element must be linked to an in-page banner. The floating creative must fly out of or into the in-page unit.

The floating creative appears automatically, and can be set to reappear for the user via a link in the ad.

Each Flyout ad carries a \$250 production fee and \$5/1000 impression premium to our regular banner rates. Only one Rich Media ad per page.

FLYOUT ADS	Price Premiums
CPM	+ \$5 CPM
Section Fronts	25%

For a live demo, visit: www.newsobserver.com/static/advertising/demo/flyout.html