



Shop, Eat & Play in Western Wake

SAMPLE

- E-mailed to approximately 24,000 newsobserver.com registered users who have opted-in to receive advertising via e-mail.
- Promote your special offers and sales.
- Increase your Web traffic with links in the e-mail body.
- Efficiently target customers with your advertising message.
- Limited to 15 advertisers per e-mail.

Delivery Dates:

February 26 • March 17 • April 7 • May 5
 June 11 • July 16 • August 6 • September 17
 October 22 • November 19 • December 15
 January 14

Cost:

Run all 12 dates: \$150
 Run 11-6 dates: \$170
 Run 5-1 dates: \$190

3 month minimum commitment

Delivered to these ZIP Codes:

27502, 27511, 27513, 27518, 27519, 27523
 27526, 27539, 27540, 27560, 27592
 27606, 27607

To Advertise Contact:
Shelley Bewley

919-836-5640 • shelley.bewley@newsobserver.com
 or your Cary News Account Executive

- 81% of Western Wake adults have Internet access
- 82% of these adults shopped online in the past year
- 79% made a purchase online in the past year
- Western Wake adults who purchased online spent a median of \$421 online in the past 12 months.
- 98% of Western Wake adults with Internet access have eaten at a restaurant in the past 30 days.

Scarborough Research, Western Wake ZIP Codes, October 2007-September 2008