

# LOCAL POLITICAL ADVERTISING RATES

The News & Observer  
Effective October 31, 2011

Local rates are applicable only to local and district elections. All local political advertising earns the \$50,000 volume rate without contract commitment.

No candidate or organization may receive a rate advantage based on a personal business contract they have with The News & Observer or its subsidiaries. One candidate cannot be extended a better rate than what other candidates seeking the same office may receive. This is in accordance with the NC State Elections Board/Campaign Reporting.

All political advertising, including advertising seeking to change public opinion on social issues, must include "Paid Political Advertising" at the top of the ad, and "Paid for by (the name of the committee or individual paying for the ad, plus the address of the committee or individual and a valid telephone number)" at the bottom of the page. Advance payment is required before an ad can be scheduled for publication.

## The News & Observer – Full Run

Per column inch rate      **Mon-Thu**      **Fri & Sat**      **Sunday**  
\$61.71      \$64.82      \$77.46

Ad Size	Total Inches	Black & White Ads			Full Color Ads		
		MON-THU	FRI & SAT	SUNDAY	MON-THU	FRI & SAT	SUNDAY
Full page	126	\$7,775.46	\$8,167.32	\$9,759.96	\$9,160.46	\$9,843.32	\$11,435.96
¾ page	95	5,862.45	6,157.90	7,358.70	7,247.45	7,833.90	9,034.70
2/3 page	82.5	5,091.08	5,347.65	6,390.45	6,476.08	7,023.65	8,066.45
½ page	63	3,887.73	4,083.66	4,879.98	5,272.73	5,759.66	6,555.98
1/3 page	42	2,591.82	2,722.44	3,253.32	3,976.82	4,398.44	4,929.32
¼ page	31.5	1,943.86	2,041.83	2,439.99	3,051.87	3,382.83	3,780.99
1/8 page	15.75	971.93	1,020.92	1,220.00	1,802.93	2,025.92	2,225.00
1/16 page	8	493.68	518.56	619.68	1,324.68	1,523.56	1,624.68

## The News & Observer – Friday Weekend Section Zones

Per column inch rate      **North**      **Southeast**      **West**  
\$23.18      \$13.10      \$21.58

Ad Size	Total Inches	North		Southeast		West	
		Black & White	Full Color	Black & White	Full Color	Black & White	Full Color
Full page	126	\$2,920.68	\$3,378.68	\$1,650.60	\$2,108.60	\$2,719.08	\$3,177.08
¾ page	95	2,202.10	2,660.10	1,244.50	1,702.50	2,050.10	2,508.10
2/3 page	82.5	1,912.35	2,370.35	1,080.75	1,538.75	1,780.35	2,238.35
½ page	63	1,460.34	1,918.34	825.30	1,283.30	1,359.54	1,817.54
1/3 page	42	973.56	1,431.56	550.20	1,008.20	906.36	1,364.36
¼ page	31.5	730.17	1,130.17	412.65	812.65	679.77	1,079.77
1/8 page	15.75	365.09	685.09	206.33	526.33	339.89	659.89
1/16 page	8	185.44	505.44	104.80	424.80	172.64	492.64

### Repeat policy:

Within any five-day period, inclusive, a full-price ROP ad may be repeated or previewed up to four (4) times in The News & Observer at the following discounts off earned rate: Two ads will receive a 25% discount off each ad; Three to five ads will receive a 40% discount off each ad

Changes are accepted for timeliness (limited to day, date, continuation, and expiration changes only). Product and other content changes cannot be made to a discounted ad. Color charges will be discounted at the same percentage as the ROP space in each ad. Repeat ads will receive the appropriate 75% or 60% contract fulfillment. Section placement of repeat ads is at the discretion of the Publisher. Modular-priced ads do not qualify for repeat or multiple purchase discounts.

Full-run, full-priced ads in The News & Observer may repeat in one or more community newspapers and/or The News & Observer Weekend section, within any seven-day period after the full-run, full-priced ad at a 25% discount. Product and other content changes cannot be made to a discounted ad. Color charges will be discounted at the same percentage as the ROP space in each ad. Repeat ads will receive the 75% contract fulfillment. Two Friday Weekend Zones maximum per week. Full-run weekly contracts receive no contract fulfillment for zoned ads.

## Interactive Media - General CPM Rates

Banners are sold by impressions on a cost-per-thousand basis (CPM). Rates below are CPM

Ad Size	Leaderboard 728x90	Rectangle 300x250	Ruler 300x100	Skycraper 120/160x600	Monster 425x600
CPM	\$6.00	\$7.00	\$4.00	\$5.00	\$12.00

### Audience Targeting Add-Ons

Audience targeting by site, content channel, geographic zone, demographics, behavioral targeting and other offered selections can be added to the basic rates outlined. Please see your account representative for details and pricing.

**Ad Sizes & Availability**    300x100      N&O sites only; Not available on Yahoo!  
425x600      Yahoo! Mail only; Not available on N&O sites  
120/160x600    Only available on Yahoo! sites, cars.com and homefinder pages

# LOCAL POLITICAL ADVERTISING RATES

The News & Observer Community Newspapers

Effective October 31, 2011

## Community Newspapers - Wednesday & Sunday

	The Cary News	The Chapel Hill News	The Clayton News-Star	The Durham News	Eastern Wake News	Garner-Cleveland Record	The Smithfield Herald	Midtown Raleigh News	North Raleigh News	Southwest Wake News
Per column inch rate	\$21.41	\$9.56	\$8.11	\$13.01	\$10.42	\$11.84	\$15.02	\$23.18	\$23.18	\$17.76

### WAKE COUNTY

Ad Size	Total Inches	The Cary News		Southwest Wake News		Eastern Wake News	
		Black & White	Full Color	Black & White	Full Color	Black & White	Full Color
Full page	126	\$2,697.66	\$3,024.66	\$2,237.76	\$2,564.76	\$1,312.95	\$1,606.92
¾ page	95	2,033.95	2,360.95	1,687.20	2,014.20	989.90	1,283.90
2/3 page	82.5	1,766.33	2,093.33	1,465.20	1,792.20	859.65	1,153.65
½ page	63	1,348.83	1,675.83	1,118.88	1,445.88	656.46	950.46
1/3 page	42	899.22	1,226.22	745.92	1,072.92	437.64	731.64
¼ page	31.5	674.42	935.42	559.44	820.44	328.23	563.23
1/8 page	15.75	337.21	565.21	279.72	507.72	164.12	369.12
1/16 page	8	171.28	399.28	142.08	370.08	83.36	288.36

### WAKE COUNTY

### WAKE/JOHNSTON COUNTY

Ad Size	Total Inches	Midtown Raleigh News		North Raleigh News		Garner-Cleveland Record	
		Black & White	Full Color	Black & White	Full Color	Black & White	Full Color
Full page	126	\$2,920.68	\$3,247.68	\$2,920.68	\$3,247.68	\$1,491.84	\$1,785.84
¾ page	95	2,202.10	2,529.10	2,202.10	2,529.10	1,124.80	1,418.80
2/3 page	82.5	1,912.35	2,239.35	1,912.35	2,239.35	976.80	1,270.80
½ page	63	1,460.34	1,787.34	1,460.34	1,787.34	745.92	1,039.92
1/3 page	42	973.56	1,135.56	1,300.56	1,300.56	497.28	791.28
¼ page	31.5	730.17	991.17	730.17	991.17	372.96	607.96
1/8 page	15.75	365.09	593.09	365.09	593.09	186.48	391.48
1/16 page	8	185.44	413.44	185.44	413.44	94.72	299.72

### DURHAM COUNTY

### ORANGE COUNTY

### JOHNSTON COUNTY

Ad Size	Total Inches	The Durham News		The Chapel Hill News		The Clayton News-Star		The Smithfield Herald	
		Black & White	Full Color	Black & White	Full Color	Black & White	Full Color	Black & White	Full Color
Full page	126	\$1,639.26	\$1,966.26	\$1,204.56	\$1,531.56	\$1,021.86	\$1,315.86	\$1,892.52	\$2,219.52
¾ page	95	1,235.95	1,562.95	908.20	1,235.20	770.45	1,064.45	1,426.90	1,753.90
2/3 page	82.5	1,073.33	1,400.33	788.70	1,115.70	669.08	963.08	1,239.15	1,566.15
½ page	63	819.63	1,146.63	602.28	929.28	510.93	804.93	946.26	1,273.26
1/3 page	42	546.42	873.42	401.52	728.52	340.62	634.62	630.84	957.84
¼ page	31.5	409.82	670.82	301.14	562.14	255.47	490.47	473.13	734.13
1/8 page	15.75	204.91	432.91	150.57	378.57	127.73	332.73	236.57	464.57
1/16 page	8	104.08	332.08	76.48	304.48	64.88	269.88	120.16	348.16

### The News & Observer Zone and Community Newspaper Multiple Purchase and Repeat Policies:

Ads publishing the same day in two or more Community Newspapers and/or Friday Weekend Zones, will receive a 25% discount off earned rate for each ad. Two Friday Weekend Zones maximum per week. Changes are accepted for timeliness (limited to day, date, continuation, and expiration changes only). Product and other content changes cannot be made to a discounted ad.

An ad running in a Community Newspaper may be repeated, with no changes in the very next issue of the same publication at a 25% discount off each ad. Discounts taken off earned rates. Changes are accepted for timeliness (limited to day, date, continuation, and expiration changes only). Product and other content changes cannot be made to a discounted ad.

**DISCOUNTS CANNOT BE COMBINED. MODULAR-PRICED ADS DO NOT QUALIFY FOR REPEAT OR MULTIPLE PURCHASE DISCOUNTS.**