

AUTOMOTIVE ADVERTISING RATES

The News & Observer
Effective October 31, 2011

Dollar Volume Contracts – ROP & Zones^{1, 2, 3}

Rate Level	Annual Minimum Expenditure	The N&O Full Run ROP		Zone ROP ^{4, 5, 6}	The N&O Full Run Modular Ad-Full Color			The N&O Full Run Modular Ad-B&W		
		6-Column Inch Rate	6-Column Line Rate	6-Column Rate FRIDAY WEEKEND SECTION	Full Page	Half Page	Quarter Page	Full Page	Half Page	Quarter Page
1	OPEN	\$23.73	\$3.74	\$13.19	\$2,750.00	\$1,500.00	\$800.00	\$2,350.00	\$1,250.00	\$650.00
2	\$1,000	\$23.73	\$2.96	\$9.11	\$2,750.00	\$1,500.00	\$800.00	\$2,350.00	\$1,250.00	\$650.00
3	\$2,000	\$23.73	\$2.71	\$8.79	\$2,750.00	\$1,500.00	\$800.00	\$2,350.00	\$1,250.00	\$650.00
4	\$4,000	\$23.73	\$2.56	\$8.57	\$2,750.00	\$1,500.00	\$800.00	\$2,350.00	\$1,250.00	\$650.00
5	\$7,000	\$23.73	\$2.43	\$8.36	\$2,750.00	\$1,500.00	\$800.00	\$2,350.00	\$1,250.00	\$650.00
6	\$10,000	\$23.73	\$2.36	\$8.14	\$2,750.00	\$1,500.00	\$800.00	\$2,350.00	\$1,250.00	\$650.00
7	\$15,000	\$23.73	\$2.27	\$7.94	\$2,750.00	\$1,500.00	\$800.00	\$2,350.00	\$1,250.00	\$650.00
8	\$20,000	\$23.73	\$2.18	\$7.79	\$2,750.00	\$1,500.00	\$800.00	\$2,350.00	\$1,250.00	\$650.00
9	\$30,000	\$22.78	\$2.06	\$7.62	\$2,640.00	\$1,440.00	\$768.00	\$2,256.00	\$1,200.00	\$624.00
10	\$40,000	\$22.60	\$2.00	\$7.59	\$2,619.38	\$1,428.75	\$762.00	\$2,238.38	\$1,190.63	\$619.13
11	\$50,000	\$22.48	\$1.94	\$7.55	\$2,605.63	\$1,421.25	\$758.00	\$2,226.63	\$1,184.38	\$615.88
12	\$75,000	\$22.31	\$1.91	\$7.51	\$2,585.00	\$1,410.00	\$752.00	\$2,209.00	\$1,175.00	\$611.00
13	\$100,000	\$22.07	\$1.88	\$7.48	\$2,557.50	\$1,395.00	\$744.00	\$2,185.50	\$1,162.50	\$604.50
14	\$150,000	\$21.83	\$1.85	\$7.44	\$2,530.00	\$1,380.00	\$736.00	\$2,162.00	\$1,150.00	\$598.00
15	\$225,000	\$21.36	\$1.83	\$7.41	\$2,475.00	\$1,350.00	\$720.00	\$2,115.00	\$1,125.00	\$585.00
16	\$300,000	\$21.18	\$1.81	\$7.41	\$2,454.38	\$1,338.75	\$714.00	\$2,097.38	\$1,115.63	\$580.13
17	\$400,000	\$21.06	\$1.78	\$7.41	\$2,440.63	\$1,331.25	\$710.00	\$2,085.63	\$1,109.38	\$576.88
18	\$500,000	\$20.88	\$1.77	\$7.41	\$2,420.00	\$1,320.00	\$704.00	\$2,068.00	\$1,100.00	\$572.00
19	\$600,000	\$20.65	\$1.76	\$7.41	\$2,392.50	\$1,305.00	\$696.00	\$2,044.50	\$1,087.50	\$565.50
20	\$700,000	\$20.41	\$1.74	\$7.41	\$2,365.00	\$1,290.00	\$688.00	\$2,021.00	\$1,075.00	\$559.00
21	\$800,000	\$20.23	\$1.73	\$7.41	\$2,344.38	\$1,278.75	\$682.00	\$2,003.38	\$1,065.63	\$554.13
22	\$900,000	\$20.11	\$1.72	\$7.41	\$2,330.63	\$1,271.25	\$678.00	\$1,991.63	\$1,059.38	\$550.88
23	\$1,000,000	\$19.93	\$1.70	\$7.41	\$2,310.00	\$1,260.00	\$672.00	\$1,974.00	\$1,050.00	\$546.00

- 1 All ROP rates reflected are net.
- 2 Dollar volume contracts may not be fulfilled with a single insertion.
- 3 Multiple day volume discounts are available for line ads ordered to run in any given week as follows: 2 days 10%; 3 days 15%; 4 days 20%; 5 days 25%; 6 days 30%; 7 days 40%. 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.
- 4 Minimum zoned ad size is four (4) column inches unless ad is being repeated from full run.
- 5 Zoned Rates are for individual retail advertisers. Instate (multi-sig) zoned advertising will be charged zoned open rate.
- 6 Two zones maximum per day (one color charge per section for zoned color ads).

Full Page Double Truck Ads:
 Ads will be billed as follows:
 Full page modular ad rate x 2
 PLUS
 Earned contract inch rate x 21 column inches
 (applies to black & white and full-color ads)

Short Term Modular Ad Frequency Discounts*

4 Week	
Ads	% Off
4	8%
8	12%
12	16%
16	20%
20	24%
24	28%
28	30%
8 Week	
8	12%
16	16%
24	20%
32	24%
40	28%
48	32%
56	34%
13 Week	
13	16%
26	20%
39	24%
52	28%
65	32%
78	36%
91	38%

* Modular ad units are discounted based on individual dealer's commitment to run a specific number of ads during a given time period in The News & Observer. Ad counts for different ad sizes cannot be combined. To earn this discount, the dealer/agency must sign a commitment document before the first insertion. The time period begins on the date the commitment is signed.

Dollar Volume Contracts – Community Newspapers

Rate Level	Annual Minimum Expenditure	Community Newspaper Inch & Line Rates		Community Newspaper Modular Ad-Full Color			Community Newspaper Modular Ad-B&W		
		6-Column Inch Rate	6-Column Line Rate	Full Page	Half Page	Quarter Page	Full Page	Half Page	Quarter Page
1	OPEN	\$13.01	\$0.93	\$900.00	\$550.00	\$395.00	\$800.00	\$475.00	\$300.00
2	\$1,000	\$12.41	\$0.70	\$900.00	\$550.00	\$395.00	\$800.00	\$475.00	\$300.00
3	\$2,000	\$11.59	\$0.66	\$900.00	\$550.00	\$395.00	\$800.00	\$475.00	\$300.00
4	\$4,000	\$11.15	\$0.62	\$900.00	\$550.00	\$395.00	\$800.00	\$475.00	\$300.00
5	\$7,000	\$10.87	\$0.61	\$900.00	\$550.00	\$395.00	\$800.00	\$475.00	\$300.00
6	\$10,000	\$10.78	\$0.60	\$900.00	\$550.00	\$395.00	\$800.00	\$475.00	\$300.00
7	\$15,000	\$10.68	\$0.60	\$900.00	\$550.00	\$395.00	\$800.00	\$475.00	\$300.00
8	\$20,000	\$10.52	\$0.59	\$900.00	\$550.00	\$395.00	\$800.00	\$475.00	\$300.00
9	\$30,000	\$10.30	\$0.58	\$864.00	\$528.00	\$379.20	\$768.00	\$456.00	\$288.00
10	\$40,000	\$9.75	\$0.54	\$857.25	\$523.88	\$376.24	\$762.00	\$452.44	\$285.75
11	\$50,000	\$9.59	\$0.54	\$852.75	\$521.13	\$374.26	\$758.00	\$450.06	\$284.25
12	\$75,000	\$9.42	\$0.53	\$846.00	\$517.00	\$371.30	\$752.00	\$446.50	\$282.00
13	\$100,000	\$9.24	\$0.52	\$837.00	\$511.50	\$367.35	\$744.00	\$441.75	\$279.00
14	\$150,000	\$9.06	\$0.51	\$828.00	\$506.00	\$363.40	\$736.00	\$437.00	\$276.00
15	\$225,000	\$8.96	\$0.50	\$810.00	\$495.00	\$355.50	\$720.00	\$427.50	\$270.00
16	\$300,000	\$8.89	\$0.50	\$803.25	\$490.88	\$352.54	\$714.00	\$423.94	\$267.75
17	\$400,000	\$8.82	\$0.50	\$798.75	\$488.13	\$350.56	\$710.00	\$421.56	\$266.25
18	\$500,000	\$8.75	\$0.50	\$792.00	\$484.00	\$347.60	\$704.00	\$418.00	\$264.00
19	\$600,000	\$8.68	\$0.50	\$783.00	\$478.50	\$343.65	\$696.00	\$413.25	\$261.00
20	\$700,000	\$8.54	\$0.50	\$774.00	\$473.00	\$339.70	\$688.00	\$408.50	\$258.00
21	\$800,000	\$8.40	\$0.50	\$767.25	\$468.88	\$336.76	\$682.00	\$404.94	\$255.75
22	\$900,000	\$8.26	\$0.50	\$762.75	\$466.13	\$334.74	\$678.00	\$402.56	\$254.25
23	\$1,000,000	\$8.05	\$0.50	\$756.00	\$462.00	\$331.80	\$672.00	\$399.00	\$252.00

Short Term Modular Ad Frequency Discounts for Community Newspapers

Modular ad units published in our community newspapers are discounted at the rates above based on individual dealer's commitment to run a specific number of ads during a given time period in any combination of our ten community newspapers. Ad counts for different ad sizes cannot be combined. To earn this discount, the dealer/agency must sign a commitment document before the first insertion. The time period begins on the date the commitment is signed.

Community Newspapers

- | | |
|-------------------------|-----------|
| The Cary News | Wed & Sun |
| The Chapel Hill News | Wed & Sun |
| The Clayton News-Star | Wed & Sun |
| The Durham News | Wed & Sun |
| Eastern Wake News | Wed & Sun |
| Garner-Cleveland Record | Wed & Sun |
| The Herald | Wed & Sun |
| Midtown Raleigh News | Wed & Sun |
| North Raleigh News | Wed & Sun |
| Southwest Wake News | Wed & Sun |

Color Pricing

For non-modular ads, an additional charge for including color on any ad insertion in The News & Observer or our community newspapers will be administered as a percentage of the per insertion charge associated with the cost of the ad. **There is a minimum color charge of \$100 per insertion.**

N&O, Friday Zone	30%	Community Newspapers.....	35%
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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.

AUTOMOTIVE ADVERTISING RATES - ONLINE

The News & Observer
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Banner Ads - Run of Network¹

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

Ad Size	Leaderboard 728x90	Rectangle 300x250	Ruler 300x100	Navigation Button 100x25	Skyscraper 120/160x600	Monster 425x600
CPM	\$6.00	\$7.00	\$4.00	\$3.00	\$5.00	\$12.00

Ad Sizes & Availability

300x100
100x25
425x600
120x600
160x600

N&O sites only; Not available on Yahoo!
Newsobserver.com only. Not available on Yahoo!
Yahoo! Mail only; Not available on N&O sites
Only available on Yahoo! sites
Only available on cars.com and homefinder pages

Dollar Volume Discounts

For advertisers with a signed contract.

\$100,000-\$299,000	5%
\$300,000-\$499,999	10%
\$500,000+	15%

Audience Targeting Add-Ons

Add each selected premium to above basic rate. Includes selections by site, content channel, geographic zone and other offered selections

Target Selections	CPM Add-On
Newsobserver.com Home Page	\$10.00
Site or Channel-specific targeting ²	\$5.00
Demographic Targeting: Age, Gender, Income, etc. (each)	\$3.00
Daypart	\$3.00
Behavioral Targeting ³	\$9.00
Geographic Targeting ⁴	\$3.00
Additional Targeting - Each Level	\$3.00

Creative Upgrades - Rich Media

Rich media is charged an additional CPM and is also subject to a per ad handling fee. Applies to Corner Peels, Sliding Billboards, Flyouts, Expanding Billboards and Video Ads which are available on our home page, section fronts and with impression campaigns.

Creative Upgrades	Add-On
Rich Media CPM Add-On	\$5.00
Rich Media per ad handling fee	\$250

Additional Interactive Media Advertising Opportunities Please see the Interactive Media Rate Card for details and pricing on the following products and services.

- Fixed positions - Home page and section fronts
- Navigational Text Links - Text link is placed within the navigational boxes on home page and section fronts
- Video Takeover - Page goes gray and video takes up to 85% of screen
- Triangle.com - The area's premiere entertainment website
- TriangleMom2Mom - An online community for Triangle moms of all types
- E-Mail Blasts - Send your message to N&O registered users or use micro-targeting based on demographics, interests, lifestyles, geography or businesses
- E-Newsletters - Here's the Deal is mailed every Wednesday to 60,000 female registered users of newsobserver.com
- Search Engine Marketing - We offer two programs to meet your SEM needs

Cars.com

Base Inventory Package*

Inventory	Used	New
0-15	\$399	\$450
16-30	\$649	\$450
31-60	\$999	\$450
61-100	\$1,349	\$600
101-150	\$1,799	\$850
151-200	\$2,199	\$1,025
201-250	\$2,699	\$1,150
251-300	\$2,999	\$1,275
301-350	\$3,299	\$1,400
351-400	\$3,599	\$1,500
401-450	\$3,899	\$1,600
451-500	\$4,199	\$1,700
501-550	\$4,599	\$1,800
551-600	\$4,899	\$1,900
601-650	\$5,199	\$2,000
651-700	\$5,499	\$2,100
701-750	\$5,799	\$2,200
751-800	\$6,099	\$2,300
801-850	\$6,399	\$2,400
851-900	\$6,699	\$2,500
901-950	\$6,999	\$2,600
951-1000	\$7,299	\$2,700

Note: Dealer's inventory volumes will be evaluated every 6 months at the end of March and September. We will use the trailing 6 month average to determine if a change in rate is needed. Significant volume changes in the dealer's inventory during any month can trigger a rate change.

Cars.com Dealer Specials

Used Car Specials

Inventory	Dealer Specials
0-15	\$249
16-30	\$299
31-60	\$399
61-100	\$499
101-150	\$599
151-200	\$699
201-250	\$799
251-300	\$899
301-350	\$999
351-400	\$1,099
401-450	\$1,199
451-500	\$1,299
501-550	\$1,399
551-600	\$1,499
601-650	\$1,599
651-700	\$1,699
701-750	\$1,799
751-800	\$1,899
801-850	\$1,999
851-900	\$2,099
901-950	\$2,199
951-1000	\$2,299

New Car Specials

Franchise ¹	Rate
1st	\$599
2nd	\$499
3rd	\$399

¹Ford/Lincoln/Mercury, Pontiac/Buick/GMC, and Chrysler/Jeep/Dodge are sold as single units.

Cars.com Premier/Power Positions²

Tier 1	Tier 2	Tier 3	Tier 4
•BMW •Chevrolet •Chrysler/ Dodge/Jeep •Ford •Honda •Mercedes- Benz •Nissan •Toyota/ Scion	•Acura •Kia •Lexus •Mazda •Volkswagen	•Audi •Cadillac •Infiniti •Lincoln/ Mercury •Mitsubishi •Pontiac •Volvo	•Buick •GMC •Hyundai •Land Rover •Porsche •Saturn •Subaru •All Others
One Zone			
\$1,799.00	\$1,549.00	\$1,299.00	\$1,049.00
Two Zones			
\$3,058.30	\$2,633.30	\$2,208.30	\$1,783.30
Three Zones			
\$3,777.90	\$3,252.90	\$2,727.90	\$2,202.90
Four Zones			
\$3,957.80	\$3,407.80	\$2,857.80	\$2,307.80
Power Position - Single Zone & Position			
Tier 1	Tier 2	Tier 3	Tier 4
\$499.00	\$399.00	\$299.00	\$199.00

²The DMA is divided into four zones. Within each zone an advertiser can purchase the Leaderboard and/or Skyscraper ad position for both Used and/or New.

*To calculate the cars.com base inventory rate for a dealer or group location, add these two numbers:

- 1) Their typical number of Used vehicles in stock.
- 2) Their typical number of New vehicles in stock.

The sum of these two numbers is the dealer's monthly cars.com rate. Both figures are always included to determine the rate, even if the dealer doesn't want to send all or any of their used or new inventory to cars.com.

Other Online Products

Secure Credit Application	\$249.00
Mobile DealerSite	\$300.00
Video Showcase	\$300.00
Dealer Web Site - Basic	\$299.00
Dealer Web Site - Enhanced	\$399.00
New Leads Plus (per lead)	\$20.00
HotDeals (per car, per day)	\$3.50

All rates are monthly unless otherwise noted.

Discounts are available when purchasing multiple products. See your account executive for details.

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.