

Cary Today magazine

Cary Today magazine focuses on life in Cary and Morrisville. Catch the results of the Best of Cary, The Cary News' annual reader survey, or sneak a peek at readers' photos of local people, places and events. Cary Today captures what makes the area so special.

Don't miss out on this reader favorite, distributed in The Cary News, at select retail locations and available online for an entire year at newsobserver.com/triangle.com and carynews.com. Call to advertise your business today!

DID YOU KNOW . . .

- The median household income of adults in The Cary News distribution area is **\$78,596**; that's **\$6,500** above the Wake County average.*
- The Cary News is distributed to **50,500 households** in Cary, Morrisville and West Raleigh.
- An online banner campaign will attract additional readers to the section on **newsobserver.com**.

*Scarborough Research, October 2007-September 2009

PRODUCTION SPECS

Color

CMYK process

Halftones

150 lines per inch (minimum 300 dpi)

Ink Colors: SWOP Coated

Black Ink Limit: 93%

Dot Gain: 20%

Total Ink Limit: 300%

Separation Type: GCR

UCA Amount: 0%

Black Generation: Medium

1% highlight, 100% shadow

PDFs preferred

<http://addrop.newsobserver.com>

SS022_CaryToday • 5/12/10 • Location: CATO Section: M



PUBLICATION DATE

Wednesday, July 21, 2010

The Cary News

Space/Proof Deadline

Friday, June 18, 4 p.m.

EDI Release

Friday, June 25, 4 p.m.

Ad Release

Tuesday, June 29, 4 p.m.

Ad Size

Size

Rate

Full page	7.625" x 10"	\$1,345
1/2 page (vert.)	3.700" x 9.75"	\$777
1/2 page (horiz.)	7.625" x 4.75"	\$777
1/4 page	3.700" x 4.75"	\$446
1/8 page	3.700" x 2.25"	\$252

Premium Positions

Rate

Chapter front full page	\$1,544
Inside front, inside back, back full page	\$1,676

RATES INCLUDE FULL COLOR AND ENHANCED ONLINE.

For more information, call your N&O account executive.

Raleigh/Cary: 919-836-5600, 800-736-2602

Chapel Hill/Durham: 919-932-2000

Eastern Wake County: 919-269-6101

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CARY NEWS
carynews.com