



NANDO

MEDIA COMPANY

consult. strategize. deliver.

2018 National Media Kit Net Rates



N-01012018

Contact Information

Annie Alexander

VP, Strategic Sales & Partnerships
aalexander@newsobserver.com
(919) 836-5680

Jennifer Trainer

Preprint Coordinator
jtrainer@nando.com
(919) 836-5656

Represented By

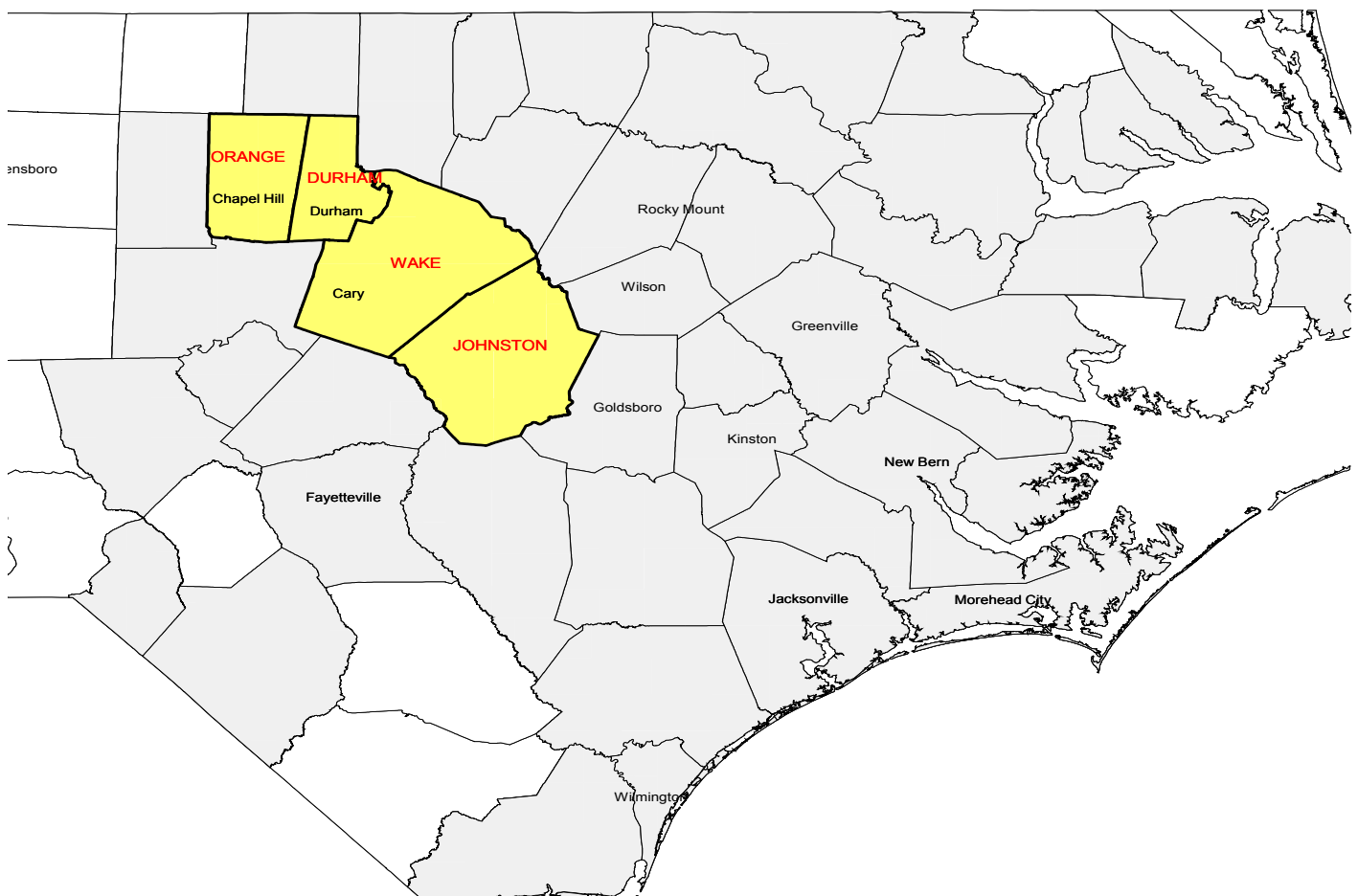
North Carolina Press Services, Inc.
Raleigh, NC • (919) 787-7443

Patti Vargas

Majors & National Advertising Director
pvargas@nando.com
(919) 836-5623

Deborah Mahaffey

Collections Manager
Credit Manager
dmahaffey@nando.com
(919) 829-4681, 1-800-849-1948



Distribution of The News & Observer

The News & Observer has a long history in the market, establishing itself as both a local and regional newspaper with delivery throughout central and eastern North Carolina. Approximately 80% of N&O subscribers live in the four-county Greater Triangle, and 20% reside in 40+ other counties.

Circulation:

Monday-Friday: 100,395

Saturday: 101,295

Sunday: 139,034

Source: Most current annual - Alliance for Audited Media Report: June 30, 2016

Great Reach of A Great Market

The Raleigh-Durham DMA

- The nation's 26th largest DMA in the U.S. and the 2nd largest in NC
- Population of 3.1 million - up 8% from 2010 and projected to grow an additional 6% in the next five years
- 23 counties (22 in North Carolina plus Mecklenburg, VA)

The Greater Triangle - The N&O's Primary Market

- Durham, Johnston, Orange and Wake counties make up the Greater Triangle area.
- More than three-quarters of The N&O's reader live in the Greater Triangle.

Market highlights include:

- State government - home to Raleigh, North Carolina's capital
- Some of the best schools and universities in the nation: UNC-Chapel Hill, Duke University, N.C. State University
- Continually ranked as one of the best places to live and to do business



Delivering an affluent and well-educated audience in the Greater Triangle:

	Total Greater Triangle Adults	News & Observer Readers*	News & Observer Online Readers*	Herald-Sun Print & Online Readers*
Average age	44.5	50.9	44	49.2
Average Household Income	\$72,206	\$78,035	\$89,521	\$60,812
Average Home Value	\$265,407	\$295,649	\$304,147	\$235,858
Household Income \$50,000+	54%	61%	72%	46%
College graduates	41%	47%	60%	33%
Own Home	59%	69%	65%	48%

Connecting to your Customers In Print & Digital

Reaching nearly half of Greater Triangle adults every week.

The News & Observer and The Herald-Sun and websites reach 601,700 Greater Triangle adults or 45% of all adults.

- 405,500 weekly News & Observer print readers
- 470,000 weekly News & Observer print and online readers
- 82,200 weekly Herald-Sun print readers
- 95,100 weekly Herald-Sun print and online readers

* Read The News & Observer in the past week

*Base: Durham, Johnston, Orange and Wake counties

Source: Scarborough Research, April 2015-March 2016



The Consumer Journey

Today, people are not sold, they buy.

The ever evolving media landscape means today's consumer is more empowered, than ever before. Consumers split their time between media resources at all points during the day.



Today's consumers – your consumers – spend more time engaging with content than ever before.

When consumers want to be informed, they seek a local news source. If they want to connect with friends, it's social networks. If it's particular information they seek, they'll go to a search engine or specific-interest website. Consumers are spending more time with their content than ever before. With this, the variety of material a consumer has access to also grows.

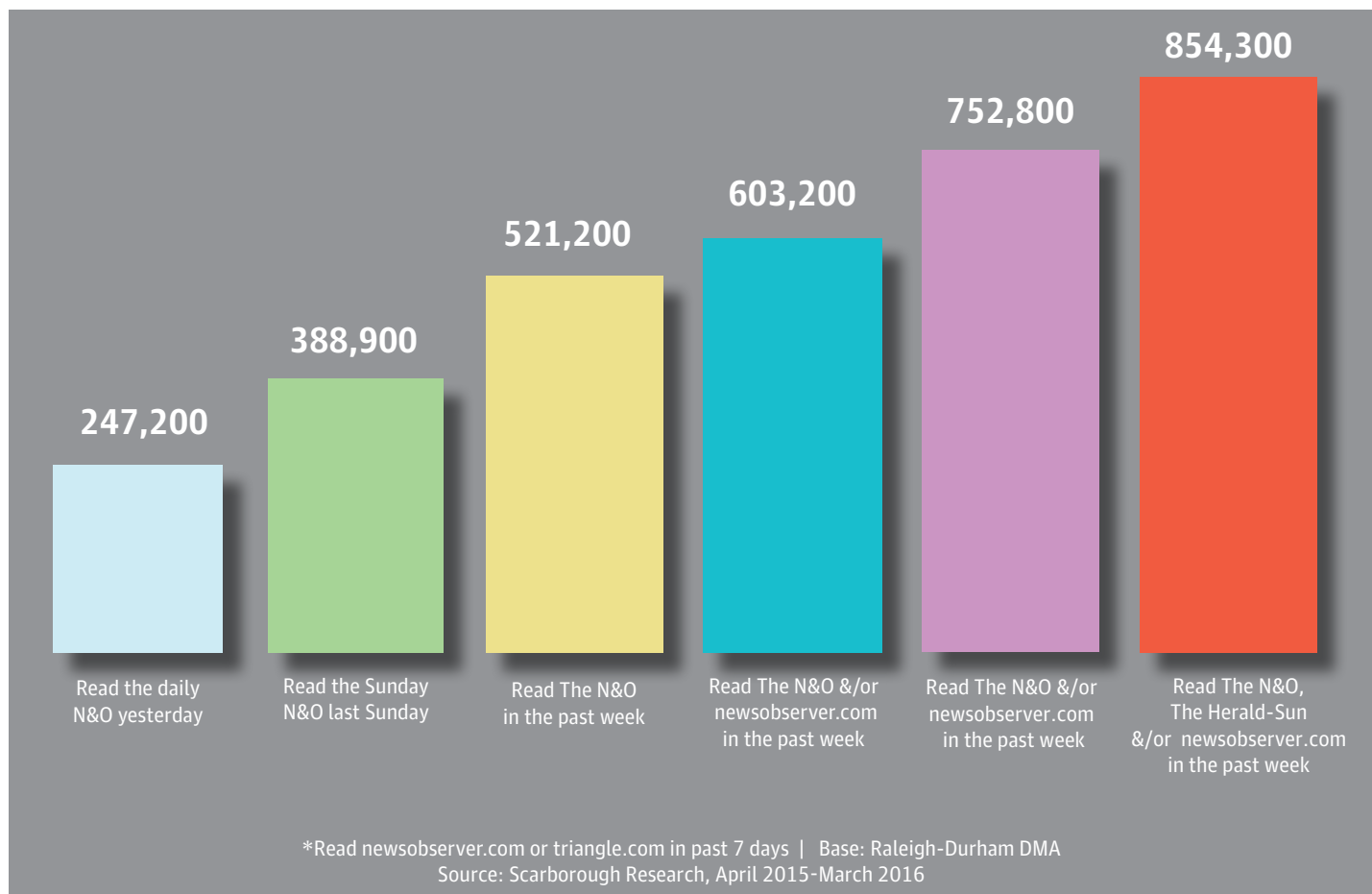
We live where your consumers live, providing access to information that includes – and goes beyond – the news. In fact, virtually everywhere your best local consumers go for content – you'll find The News & Observer, a multimedia publisher, can help you reach them.

What we offer to reach and engage them...

- Full Run of Newspaper
- Direct Mail
- Walter Magazine
- Special sections
- Spadea
- Front Page Ad Notes
- Print and Deliver
- Front Page Ad Strips
- Online Display
 - Behavioral, demographic, geographic targeting
 - Banner Ads
 - Re-targeting
- Reputation Management
- Social Media Management
- Mobile
- Video pre-roll
- E-mail Marketing
- Search Engine Marketing

Advertising Bundles

The Power of Print + Digital



The News & Observer and The Herald-Sun are more than just award-winning print publications. We are also a network of websites anchored by newsobserver.com. As how consumers seek and receive information evolves, so do we. Today's readers are coming to us via our printed editions, as well as our desktop website, our tablet and mobile sites. To deliver your advertising message to the entire N&O audience you need a mix of media, most importantly print and digital. To that end, we have affordable, effective advertising bundles that extend your advertising reach and allow you to maximize your return on investment.

The power of print and digital advertising combined is more than just greater reach. Both forms of advertising work together to give a lift to the effectiveness of each other, providing not only better recall, but a stronger response to calls to action and the ever important need for frequency.

Digital Advertising Solutions



Our expansive suite of digital products are designed to provide market-leading content along with powerful targeting capabilities to help your business capture today's tech-focused online and mobile consumer. Our wide range of products are designed to fit any need and budget.

Expand your reach to a diverse, upscale and highly educated audience with our digital advertising solutions. Anchored by newsobserver.com, our Triangle Online Network is a powerful network of websites, including:

- newsobserver.com
- trianglertoday.com, the local leading entertainment site
- homefinder.com
- trianglermom2mom.com- a local parenting site
- artsnownc.com- the region's premier cultural and fine arts site

Most importantly, our digital suite offers opportunities and solutions to reach an online audience in new ways across all platforms.

We offer a wide range of targeting solutions. Using some of the most innovative display ad targeting available, Advanced Audience Targeting reaches a specific audience over a large network of national and local sites. We can target users by behavior, demographic, job title, context and more.

Affluent, Educated Readers:

Average Household Income: \$88,815
88% attended/graduated from College
76% Own their homes

An average of 14.2 million page views and nearly 2.3 million unique visitors per month.

Source: Omniture Site Catalyst, January 2015-June 2015

Digital Rates



Annual Dollar Volume	Run of Network	GEO: State or DMA	GEO: List, Radius or Custom Zone	Site or Channel Targeting	Site or Channel with GEO	Advanced Audience Targeting	Premium News Network	N&O or Yahoo Home Page	Job Title Retargeting	Rich Media Add-On
Open	\$6.00	\$8.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$15.00	\$15.00	\$5.00
\$5,000	\$5.70	\$7.60	\$9.50	\$9.50	\$9.50	\$9.50	\$9.50	\$14.25	\$14.25	\$4.75
\$10,000	\$5.55	\$7.40	\$9.25	\$9.25	\$9.25	\$9.25	\$9.25	\$13.88	\$13.88	\$4.63
\$15,000	\$5.40	\$7.20	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$13.50	\$13.50	\$4.50
\$20,000	\$5.25	\$7.00	\$8.75	\$8.75	\$8.75	\$8.75	\$8.75	\$13.13	\$13.13	\$4.38
\$30,000	\$5.10	\$6.80	\$8.50	\$8.50	\$8.50	\$8.50	\$8.50	\$12.75	\$12.75	\$4.25
\$40,000	\$4.95	\$6.60	\$8.25	\$8.25	\$8.25	\$8.25	\$8.25	\$12.38	\$12.38	\$4.13
\$50,000	\$4.80	\$6.40	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$12.00	\$12.00	\$4.00
\$75,000	\$4.65	\$6.20	\$7.75	\$7.75	\$7.75	\$7.75	\$7.75	\$11.63	\$11.63	\$3.88
\$100,000	\$4.50	\$6.00	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$11.25	\$11.25	\$3.75

Advanced Audience Targeting includes any combination of the following: GEO, Site/Channel, Demo, Behavioral, Category, Keyword, Contextual and Retargeting. 300x600 ad unit carries a \$2.50 CPM add on. Some products require a monthly minimum. Mobile trigger and/or dayparting can be added for an additional \$3.00 CPM. A Weather trigger is just one example. Rich Media Add-On CPM fee applies to Flyouts, Expanding Billboards, Floorboards, Video Banner Ads and mobile/tablet Interstitials. Please contact your Account Executive for more information.

Creative Needed for PC: 300x250, 728x90 and/or 160x600
 Creative Needed for Mobile: 640x100 and 320x50
 Creative Needed for Tablet: 728x90 and/or 300x250
 Interstitial for Mobile: 480x320, 320x480
 Interstitial for Tablet: 1024x768, 768x1024

320x50

Designed at 640x100
 Max file size: 15K

- Every banner must have at least one pixel border on all sides.
- A click tag is required for all Flash ads. Standard Script for Flash buttons is: on(release)
 {Get URL(clickTAG,"_blank");}
- Animation is limited to 15 seconds, including looping, for all GIFs and SWFs.
 Animation can start again on mouseover but must stop immediately on mouse off.
- All Flash ads require a backup .gif file.
 (Please send along with your Flash ad)

300x250

Max file size: 40K

300x600

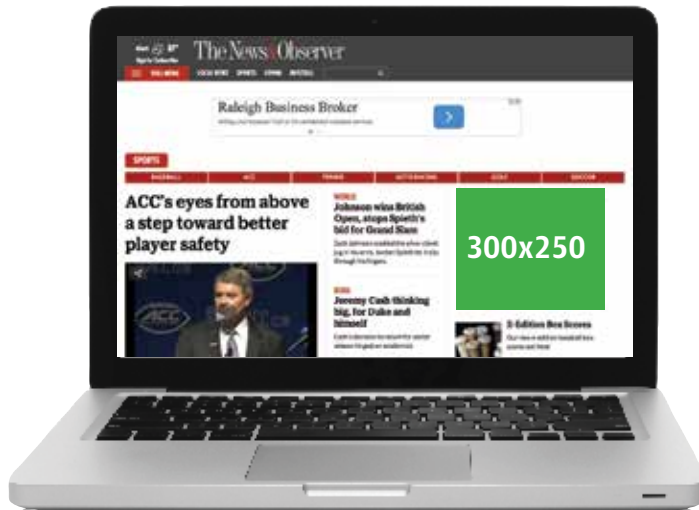
Max file size: 60K

160x

600

Max file size:
 40K

Fixed Placement



Secure 100% of the traffic as an exclusive, fixed placement on newsobserver.com homepage, section fronts.

Available section fronts include: News, Politics, Business, Sports, Living

Ad sizes: 300x600, 300x250, ad sizes vary based on page

Rich Media ads receive a 25% premium before earned rate discount on Fixed Placement.

Discount Programs

Dollar Volume Contract		Volume Discount	
\$5,000	5.0%	1-4	0%
\$10,000	7.5%	5-9	5%
\$15,000	10.0%	10-14	10%
\$20,000	12.5%	15-19	15%
\$30,000	15.0%	20-24	20%
\$40,000	17.5%	25+	25%
\$50,000	20.0%		
\$75,000	22.5%		
\$100,000	25.0%		

OR

Discounts programs cannot be combined.

Universal Dollar Volume Contract advertisers: Earn a discount regardless of volume purchased as indicated by the table above.

Other Advertisers: Can sign a bulk ad contract and receive a discount off of the Daily and Weekly rates. Contract must be fulfilled within a 365 Day time period. Multiple ad sizes and positions can be combined to achieve a larger overall discount. Weekly and Daily units are each counted as 1 when determining overall quantity contracted for and therefore discount earned.

Triangle Online Network Daily Positions

	300x250	300x600	Roadblock	CP SB or FB	Wallpaper	Combo
Newsobserver.com Home Page	\$1,500	\$1,800		\$2,200	\$1,000	\$3,000
Sports Front	\$275	\$350	\$425	\$1,000		\$2,000
News or Business Section Front	\$200	\$250	\$300	\$750		\$1,750
Living or Political Section Front	\$150	\$200	\$200	\$500		\$1,500
Triangle.com Home Page	\$150	\$200		\$500	\$500	\$1,000

Note: Home Page CP SB or FB includes interstitial on mobile and tablet platforms at no additional charge.

Triangle Online Network Weekly Positions

	300x250	300x600	Roadblock	CP SB or FB	Wallpaper	Combo
Real Estate, Rentals and Auto	\$250	\$300	\$375	\$1,000		
TringleJobs.com Section Front	\$200	\$250	\$300	\$750	\$1,500	\$2,000
Community Home Page	\$175	\$200	\$250	\$400	\$1,000	\$1,200

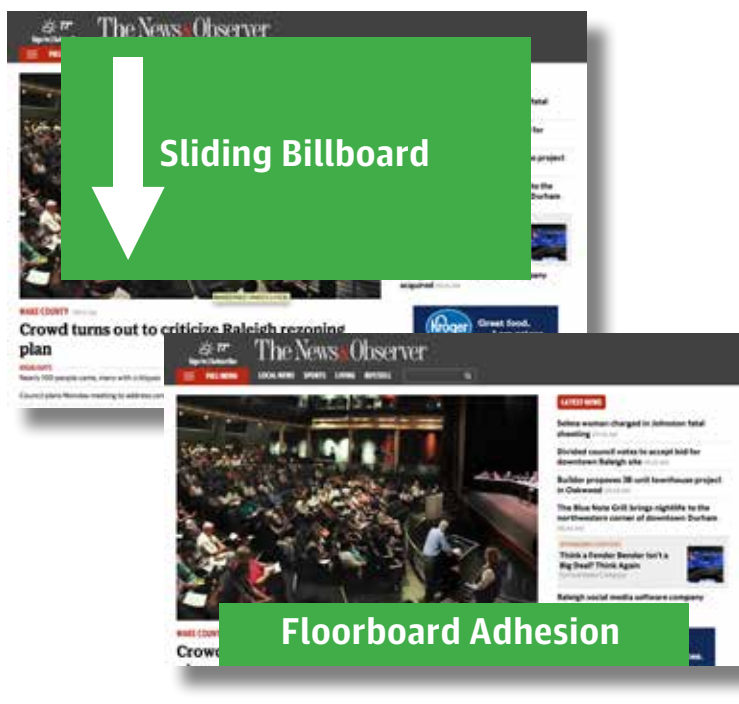
Roadblock: 300x250

CP SB or FB: Corner Peel, Floorboard or Sliding Billboard

Combo: Any combination of Corner Peel, Floor Board, Sliding Billboard and a wallpaper

Other Section Fronts: Other section front pricing available upon request

Floorboard: Community Newspaper floorboard ad runs throughout the site on most pages during the week.



24 Hour Takeover

Make an impact and increase visibility with a 24 Hour Takeover, one of our Rich Media positions. For 24 hours, every visitor to newsobserver.com will see your ad in one of the following positions:

Sliding Billboard/Interstitial Ad

A sliding billboard on the newsobserver.com home page will roll down from the top of the page and will show your ad. On mobile devices and tablets, an interstitial ad will cover the entire screen while the reader is viewing a story.

Floorboard Adhesion

A floorboard adhesion ad will appear at the bottom of the page on newsobserver.com on desktop, mobile and tablet. Adhesion ads stay in place no matter what content the viewer is reading.

Sliding Billboard or Floorboard Takeover on Newsobserver.com Homepage Open Rate **\$2,200**

Dollar Volume Contract		Bulk Discount	
\$5,000	5.0%	1-4	0%
\$10,000	7.5%	5-9	5%
\$15,000	10.0%	10-14	10%
\$20,000	12.5%	15-19	15%
\$30,000	15.0%	20-24	20%
\$40,000	17.5%	25+	25%
\$50,000	20.0%		
\$75,000	22.5%		
\$100,000	25.0%		

OR

Discounts programs cannot be combined.

Universal Dollar Volume Contract advertisers: Earn a discount regardless of quantity purchased as indicated by the table above.

Bulk Discount Contract: Earn based on quantity of ads a discount off of the rates. Contract must be fulfilled within a 365 Day time period. Multiple ad sizes and positions can be combined to achieve a larger overall discount. Weekly and Daily units are each counted as 1 when determining overall quantity contracted for and therefore discount earned.



Mobile and Tablet Advertising

Now that there is a supercomputer in the palm of almost every hand, advertising on smartphones and tablets is a part of everyday life. Nearly 60% of The Triangle Online Network's digital traffic is viewed on a mobile or tablet device representing over 7 million page views each month*

We offer an expansive suite of mobile products to reach consumers on the go. We can target users based on their current location. Additionally, your ad can be placed on many different apps and websites based category such as entertainment, sports, business etc.

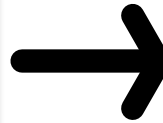
Advanced Audience Targeting includes any combination of the following: GEO, Site/Channel, Demo, Behavioral, Category, Keyword, Contextual and Retargeting. 300x600 ad unit carries a \$2.50 CPM add on. Some products require a monthly minimum. Mobile trigger and/or dayparting can be added for an additional \$3.00 CPM. A Weather trigger is just one example. Please contact your Account Executive for more information.

Annual Dollar Volume	Run of Network	GEO: State or DMA	GEO: List, Radius or Custom Zone	Site or Channel Targeting	Site or Channel with GEO	Advanced Audience Targeting
Open	\$6.00	\$8.00	\$10.00	\$10.00	\$10.00	\$10.00
\$5,000	\$5.70	\$7.60	\$9.50	\$9.50	\$9.50	\$9.50
\$10,000	\$5.55	\$7.40	\$9.25	\$9.25	\$9.25	\$9.25
\$15,000	\$5.40	\$7.20	\$9.00	\$9.00	\$9.00	\$9.00
\$20,000	\$5.25	\$7.00	\$8.75	\$8.75	\$8.75	\$8.75
\$30,000	\$5.10	\$6.80	\$8.50	\$8.50	\$8.50	\$8.50
\$40,000	\$4.95	\$6.60	\$8.25	\$8.25	\$8.25	\$8.25
\$50,000	\$4.80	\$6.40	\$8.00	\$8.00	\$8.00	\$8.00
\$75,000	\$4.65	\$6.20	\$7.75	\$7.75	\$7.75	\$7.75
\$100,000	\$4.50	\$6.00	\$7.50	\$7.50	\$7.50	\$7.50

Creative Needed for Mobile: 640x100 and 320x50
Creative Needed for Tablet: 728x90 and/or 300x250

Interstitial for Phone App: 480x320, 320x480
Interstitial for Tablet App & Mobile Web: 1024x768, 768x1024

*Omniure Jan 2015



Sponsored Content Advertising

Build trust and engagement with customers through the use of Sponsored Content Advertising. Designed to match the visual look of a story on newsobserver.com, **Sponsored Content ads integrate the content into the page** and lets the reader consume it in a normal flow.

Take advantage of the following benefits of Sponsored Content:

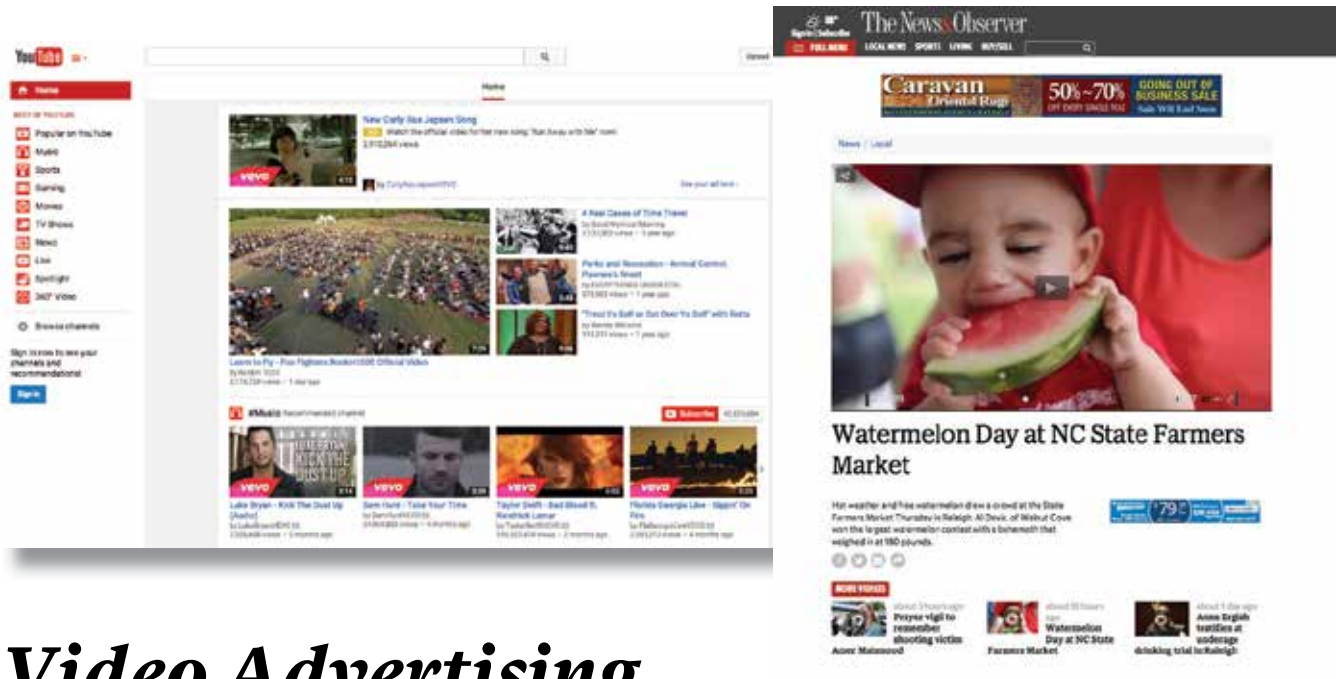
- Drives consumer engagement without being obtrusive
- Enhances branding with relevant and credible content
- Increases visibility with placement on the center rail on desktop homepage
- Provides the ability to go to advertiser's website traffic from the article
- Enables the life of the content to be extended
- Enhances click-thru rates and engagements
- Advertiser owns the content created
- Content can be advertiser supplied or chosen from extensive content library

Minimum campaign spend of \$2,500 per 30 day period, applies and includes one reported article.

Annual Dollar Volume	Homepage CPM	Index Page CPM	Story Level CPM
Open	\$35.00	\$25.00	\$15.00
\$5,000	\$33.25	\$23.75	\$14.25
\$10,000	\$32.38	\$23.13	\$13.88
\$15,000	\$31.50	\$22.50	\$13.50
\$20,000	\$30.63	\$21.88	\$13.13
\$30,000	\$29.75	\$21.25	\$12.75
\$40,000	\$28.88	\$20.63	\$12.38
\$50,000	\$28.00	\$20.00	\$12.00
\$75,000	\$27.13	\$19.38	\$11.63
\$100,000	\$26.25	\$18.75	\$11.25

A la carte Items	
Reported Article	\$500.00
Blog Post	\$375.00
Feature Story	\$650.00
Business Tour Video	\$2,000.00
Business Feature Video	\$2,500.00
Medium Infographic	\$1,250.00
Large Infographic	\$1,625.00

A la carte items are the same rate for all contract levels



Video Advertising

Network of over 8,000 sites with high quality video content.

Videos run before the requested content which means there is a very high completion percentage.

YouTube has more than 1 billion users worldwide who upload more than 300 hours of video to the site every minute. YouTube has a Cost-Per-View (CPV) model which means you only pay for video ads that finish playing.

We also offer pre-roll ad solutions on newsobserver.com editorial videos.

N&O Video Takeover

Page goes gray and video takes up to 85% of screen. One video per user, per 24 hour.

Pre-Roll Video Network

Pre/mid/post roll video. 15 sec and 30 sec video available. Companion banner ad available with some placements and is included at no additional charge.

YouTube.com TrueView Video - CPV

Cost Per View. pre/mid/post roll video. 15 sec video ONLY. 300x60 optional bonus companion unit is available. Advertiser is only charged for videos that are completely viewed.

Online Annual Dollar Volume	N&O.com Home Page Only	N&O.com Section Fronts or Comm. Fronts
Open	\$40.00	\$30.00
\$5,000	\$38.00	\$28.50
\$10,000	\$37.00	\$27.75
\$15,000	\$36.00	\$27.00
\$20,000	\$35.00	\$26.25
\$30,000	\$34.00	\$25.50
\$40,000	\$33.00	\$24.75
\$50,000	\$32.00	\$24.00
\$75,000	\$31.00	\$23.25
\$100,000	\$30.00	\$22.50

RON: Region, State or DMA	GEO: Zip Code List (15 Min)	Channel or Category Targeting	Demo or Behavior Targeting
\$30.00	\$35.00	\$40.00	\$45.00
\$28.50	\$33.25	\$38.00	\$42.75
\$27.75	\$32.38	\$37.00	\$41.63
\$27.00	\$31.50	\$36.00	\$40.50
\$26.25	\$30.63	\$35.00	\$39.38
\$25.50	\$29.75	\$34.00	\$38.25
\$24.75	\$28.88	\$33.00	\$37.13
\$24.00	\$28.00	\$32.00	\$36.00
\$23.25	\$27.13	\$31.00	\$34.88
\$22.50	\$26.25	\$30.00	\$33.75

Regional	State	DMA	City	Zip Code List (15 Min) or Radius (10 Mile Min)
\$0.50	\$0.60	\$0.70	\$0.80	\$1.00
\$0.48	\$0.57	\$0.67	\$0.76	\$0.95
\$0.46	\$0.56	\$0.65	\$0.74	\$0.93
\$0.45	\$0.54	\$0.63	\$0.72	\$0.90
\$0.44	\$0.53	\$0.61	\$0.70	\$0.88
\$0.43	\$0.51	\$0.60	\$0.68	\$0.85
\$0.41	\$0.50	\$0.58	\$0.66	\$0.83
\$0.40	\$0.48	\$0.56	\$0.64	\$0.80
\$0.39	\$0.47	\$0.54	\$0.62	\$0.78
\$0.38	\$0.45	\$0.53	\$0.60	\$0.75

Come Home to

For more information
call us today!

919.845.9909


WINSTON RIDGE

Winston Ridge is located in Youngsville, NC which has seen impressive growth in the past few years and has been able to keep the rural charm that makes it a desired destination for families and businesses alike. Residents enjoy a relaxed lifestyle with convenient access to big-city amenities of nearby Raleigh, Durham and Wake Forest.

Community Highlights

- Youngsville, 5 minutes outside Wake Forest
- Award winning builder team
- Homes priced from high \$180's
- Fantastic amenities including 2 pools including olympic-sized pool coming soon, tot lot, open spaces and clubhouse
- Energy star certified homes

Directions: Take US-1 North, Capital Blvd. through Wake Forest; Left on Hwy 96; Go approximately 1 mile and turn Right into community.


The Jim Allen Group

Sales and Marketing by The Jim Allen Group Coldwell Banker HPW
www.JimAllen.com

A	B	C	D	E	F	G
email	firstname	lastname	address	city	state	zip
agustines@del-rio.com	JULIE	GUNDERSON	130 CREMONA DR	SANTA BARBARA	CA	93101
ahick@scipaweb.com	MARY	BRUCE	1442 5TH ST	MAPLE GROVE	WI	53176
ahue_sarahann@comcast.net	JOHN	FORTUNA	244 EVELYN AVE	WADSWORTH	IL	60157
aj@del-rio.net	ALAN	BAHAMIAN	3000 CALLE NOROISA	SAN CLEMENTE	CA	92683
aj@del-rio.net	LOUI	GOO	4186 LINDEN AVE	GOLTA	CA	91021
aj@del-rio.net	STEFCA	SHERR	6500 HOLCETER AVE STE 250	GOLTA	CA	91021
aj@del-rio.net	SHAO	METCALFE	585 W FINEWOOD AVE	ANTHURM	CA	91021
aj@del-rio.net	ROGER	SHUT-HOONG	95 E MAIN ST	CHICO	CA	95926
aj@del-rio.net	LATONIA	CONNER	771 04 MIDLAND	CHICO	CA	95926
aj@del-rio.net	TATIANA	KHOMENKO	1000 N 1ST ST	CHICO	CA	95926
aj@del-rio.net	CONORREY	WILSON	1000 N 1ST ST	CHICO	CA	95926
aj@del-rio.net	RICK	PHAM	41 VIA ALCAZAR	SAN CLEMENTE	CA	92683
aj@del-rio.net	BILL	GUNN	2136 W BARNEY AVE	CHICAGO	IL	60641
aj@del-rio.net	GEORGE	BARBARA	1991 SANTA ROSA RD STE B	PLEASANTON	CA	94566
aj@del-rio.net	SHAWN	SCHUCHTER	4 GREENSBORO RD	LANCASTER	CA	93506
aj@del-rio.net	SHARON	CHENG	3880 LAFFORD CT	SAN JOSE	CA	95128
aj@del-rio.net	CHRISTY	REDA	11 HIGHLAND CT	CHICAGO	IL	60641
aj@del-rio.net	CELESTINE	BLACKBURN	13450 E SANTA BLVD	CHICAGO	IL	60641

Email Advertising

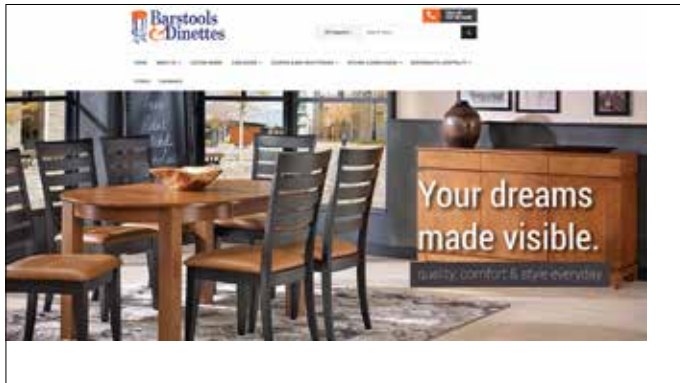
- Target your message to local users based on Geography, Demographics, Interests, Lifestyle, etc.
- Lead list of those consumers who opened the email with names, email addresses, and postal addresses.
- Follow-up redeployment to those consumers who opened the email.

Micro Target List or Newsobserver.com List

Online Annual Dollar Volume	0 - 24,999 *	25,000 - 49,999	50,000 - 99,999	100,000+	Lead List CPM **	Follow-up Open Email Send CPM ***
Open	\$60	\$55	\$50	\$45	\$100	\$100
\$5,000	\$57	\$52	\$48	\$43	\$95	\$95
\$10,000	\$56	\$51	\$46	\$42	\$93	\$93
\$15,000	\$54	\$50	\$45	\$41	\$90	\$90
\$20,000	\$53	\$48	\$44	\$39	\$88	\$88
\$30,000	\$51	\$47	\$43	\$38	\$85	\$85
\$40,000	\$50	\$45	\$41	\$37	\$83	\$83
\$50,000	\$48	\$44	\$40	\$36	\$80	\$80
\$75,000	\$47	\$43	\$39	\$35	\$78	\$78
\$100,000	\$45	\$41	\$38	\$34	\$75	\$75

Micro Targeted list can be filtered by GEO as well as consumer targeting characteristics like demographic, interests, lifestyles, etc. Business Targeting includes Industry, SIC Code, Title, etc. Newsobserver.com list can only be filtered by Geo. Rates are per thousand (CPM), per send. Multiple sends cannot be combined to earn a better rate. * Minimum fee per send is \$1,000. ** Minimum fee per Lead List is \$600. *** Minimum fee per Follow-Up Open Email Send is \$600.

Web Development Services



WEBSITES PRODUCT FEATURES

PACKAGES	LANDING PAGE	BASIC	COMPETITIVE	EXECUTIVE
Pricing	---	\$699	\$999	\$1299
Monthly Support Fee	\$99	\$99	\$99	\$99
SERVICES				
One-on-one Website Kick Off Call	---	✓	✓	✓
Domain Selection	---	✓	✓	✓
Additional Domains	---	\$29 each	\$29 each	\$29 each
Site Hosting	✓	✓	✓	✓
Professional Design and Copywriting Team	✓	✓	✓	✓
Client Preview and Revision Opportunity (Prior to Publish)	✓	✓	✓	✓
Site Editor Access	---	✓	✓	✓
WEBSITE CONTENT				
Total Website Pages	1 page	3 pages	5 pages	10 pages
Additional Pages	---	\$150 each	\$150 each	\$150 each
Implement Client-Provided Copy (within 5 days)	1 pages	---	5 pages	10 pages
Internally Written Copy (Words per page)	✓	---	✓	✓
Implement Client-Provided Images (per page, w/5 days)	2	---	4	5
Stock Images per page (optional)	1	---	2	3
Image Galleries/Carousels (optional)*	---	✓	✓	✓
Google and Location Maps (optional)	✓	✓	✓	✓
Video Embedding (optional)	---	✓	✓	✓
POST-PUBLISH ADJUSTMENTS				
Minor Adjustments: add client-provided text, client provided images, change colors, etc.	unlimited	unlimited	unlimited	unlimited
Major Adjustments: add a new page 25+ picture gallery, create additional content, etc.	+\$150	+\$150	+\$150	+\$150
OTHER INCLUDED FEATURES				
Domain Emails	---	3	5	10
Additional Emails	---	\$10 each	\$10 each	\$10 each
Custom Lead/Contact Form	1	1	1	2
Mobile-Responsive Framework	✓	✓	✓	✓
Google Analytics Integration	✓	✓	✓	✓
Optimized for Search Engines (SEO)	✓	✓	✓	✓
Onsite File Download & Hosting	✓	✓	✓	✓
Social Media Plugin/Icon Integration (optional)	✓	✓	✓	✓

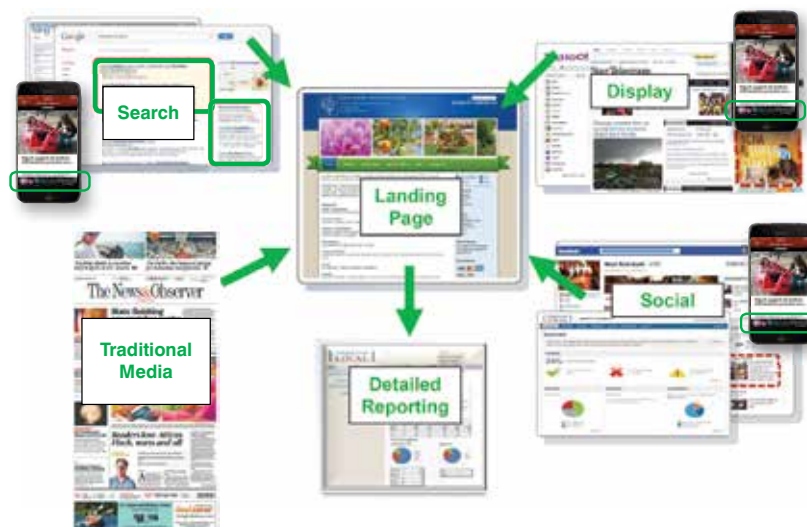
Our team will build your virtual doorway with fast, responsive performance and enhanced usability. This foundational step will ensure that your prospects have a positive experience engaging with your business online.

*requires additional major adjustment purchase

impressLOCAL

What is it?

impressLOCAL is an affordable marketing solution for local businesses; designed to deliver measurable results using a mix of digital and print products.



Why impressLOCAL?

- One-stop shopping provides comprehensive multi-platform advertising solutions for your business
- Manages your online presence and targets customers wherever they are searching: web, mobile, social; resulting in higher consumer engagement
- Customer focused dashboard captures users activities allowing performance to be tracked, resulting in maximized ROI
- Monitors, manages and delivers your message to the social audience
- Reputation Intelligence & Social Targeting
- Search and Display Advertising
- Landing Page & Detailed Reporting
- Traditional Media - Synergy

impressLOCAL Rates

Dashboard Bundle: Reporting dashboard, one proxy page or landing page and up to three call tracking numbers included. Extra's can be purchased. \$20 per landing page, per month. \$10 per phone number, per month.

Reputation Intelligence: Reputation monitoring dashboard with automated email delivery.

Reputation Management: Includes all of Reputation Intelligence along with responding to positive and negative reviews as well as claiming review site listings and automated listing distribution.

Social Management Account Setup: These are a one time charge for the creation/update of Google+, Facebook, Twitter or Foursquare.

Social Management: We offer two levels: 2 postings a week or 4 postings a week. We will update client's social channels on their behalf based on their guidance.

Social Management Foursquare Posts: These are priced on a per post basis.

Online Annual Dollar Volume	Dashboard Bundle	Microsite	Reputation Intelligence	Reputation Mgmt	Social Mgmt 2 Post Per Week	Social Mgmt 4 Post Per Week	Social Mgmt Foursquare Posts (ea.)	Facebook (CPM)	Social Management Account Setup	
Open	\$39	\$50	\$39	\$249	\$129	\$199	\$69	\$1.00	Google +	\$250
\$5,000	\$37	\$48	\$37	\$237	\$123	\$189	\$66	\$0.95	Facebook	\$200
\$10,000	\$36	\$46	\$36	\$230	\$119	\$184	\$64	\$0.93	Twitter	\$100
\$15,000	\$35	\$45	\$35	\$224	\$116	\$179	\$62	\$0.90	Foursquare	\$100
\$20,000	\$34	\$44	\$34	\$218	\$113	\$174	\$60	\$0.88	Setup rates are the same for all contract levels.	
\$30,000	\$33	\$43	\$33	\$212	\$110	\$169	\$59	\$0.85		
\$40,000	\$32	\$41	\$32	\$205	\$106	\$164	\$57	\$0.83		
\$50,000	\$31	\$40	\$31	\$199	\$103	\$159	\$55	\$0.80		
\$75,000	\$30	\$39	\$30	\$193	\$100	\$154	\$53	\$0.78		
\$100,000	\$29	\$38	\$29	\$187	\$97	\$149	\$52	\$0.75		

impressSOCIAL



Create, Manage and Curate Your Social Media Platform

Social Media Marketing Promotes website traffic, conversions, brand awareness, credibility and interaction with key audiences.

- 66% of adults in the market use social media every day
- 91% of people trust recommendations via social media
- 48% of young people check Facebook as soon as they get up
- 47% of people say that Facebook has the greatest impact on purchase behavior
- 52% use to find out about new businesses and products

Our experts create and manage your social media accounts! Both the old faithfuls like Facebook and Twitter, and the new hot sites like Pinterest and Foursquare.

From the start we will advise you on what sites to target for your business, what content helps you gain traction in social media and how to convert social media users into paying customers.

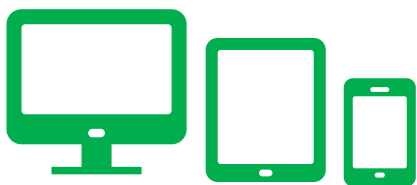
Without exclusive impressSOCIAL dashboard, you can be as involved as you would like to be in the process! Want us to handle everything? No problem. Want to do some on your own? No problem.

We will help you think of social networks as a connection point. Consumers need to use it as a way to make connections or keep existing ones alive. It's also your chance to engage consumers and form relationships with them. Social media can help your business extend its message through fans and followers.

We can also help you target specific audiences and deliver exclusive content to your followers.

Programmatic and Search Engine Marketing

KEY BENEFITS



Multi-Tactic Approach

Choose a variety of tactics to reach your audience.



Flexible Budget Shifting

Proactive budget shifting between tactics allows for performance optimizations.



Optimize Towards A Goal

CTR, CPC, eCPM, Conversions

KEY FEATURES



**Top Tier
Search Engines**



**Top Technology
& Software**



**Call & Conversion
Tracking**



**Transparent
Delivery**



Multi-Platform



**Custom Keywords
& Ad Copy**



Human Touch

Programmatic

Let us take all the work out of buying digital media for your business. The benefits we offer that will save you time, money, and reach your goal more quickly. All we need are your key performance indicators for your campaign. Programmatic means automated media buying through technology. Programmatic groups use technology to buy media across thousands of sites to optimize performance. The key features of programmatic are a multi-tactic approach, flexible budget shifting and optimizing towards a goal. We have many different tactics, such as retargeting, mobile, pre-roll video, to help you reach your goals and increase your return on investment. Your campaign will be optimized between selected tactics based on pre-determined campaign goals. Each campaign will be set up to reach your monthly budget. Delivered impressions and eCPM will fluctuate based on the real time costs of inventory.

Search Engine Marketing

Reach customers when they are searching for your product or service on Google, Yahoo! and Bing. We have the industry's leading marketing platform to manage search marketing campaigns for local businesses. Our sophisticated real-time bidding algorithms create campaigns that deliver exceptional return on investment to local merchants. Our technology monitors for most efficient delivery, adjusting the bid throughout the day. Your message will be delivered to consumers in their moment of need and is usually the last click before the purchase.



The News & Observer Print Advertising

The News & Observer has served the citizens of the eastern half of North Carolina for over 100 years. Known as "The Old Reliable," The N&O is a government watchdog, a 3-time Pulitzer Prize winner and a trusted source of news and information for generations of readers.

Today, The News & Observer is much more than a daily newspaper.

We are Nando Media:

A daily newspaper read by over 200,000-400,000 adults, Triangle Online Network, a suite of digital and direct marketing products and services, and much more.

Bonus Circulation

The News & Observer

To give advertisers maximum reach on holidays, The News & Observer will be distributed in the Triangle to weekday and Sunday-only subscribers on the following days:

Presidents' Day	Christmas Eve
Memorial Day	Christmas Day
Labor Day	Thanksgiving Day
New Year's Day	Day After Thanksgiving

Sunday rates will apply. Ads in zoned editions published on holidays with bonus circulation will be charged a 20% premium on earned rate.

NET ROP PRINT RATES

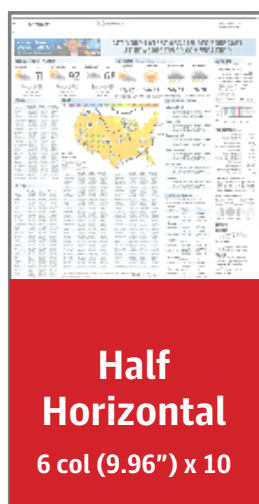
Full	\$125 cpm
Half	\$62.50 cpm
Quarter	\$31.25 cpm

PRINT SPECS

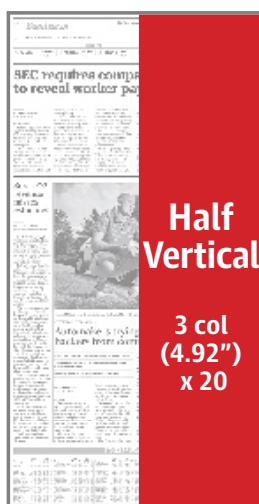
Size	Specs
Full	6 (9.96") x 20"
Half	6 (9.96")x10" or 3 (4.92")x20"
Quarter	3 (4.92")x10"
Eighth	3 (4.92")x5"
Fifteenth	2 (3.24")x4"
Thirtieth	2 (3.24")x2"

Full

6 col (9.96") x 20



**Half
Horizontal**
6 col (9.96") x 10



**Half
Vertical**

3 col
(4.92")
x 20

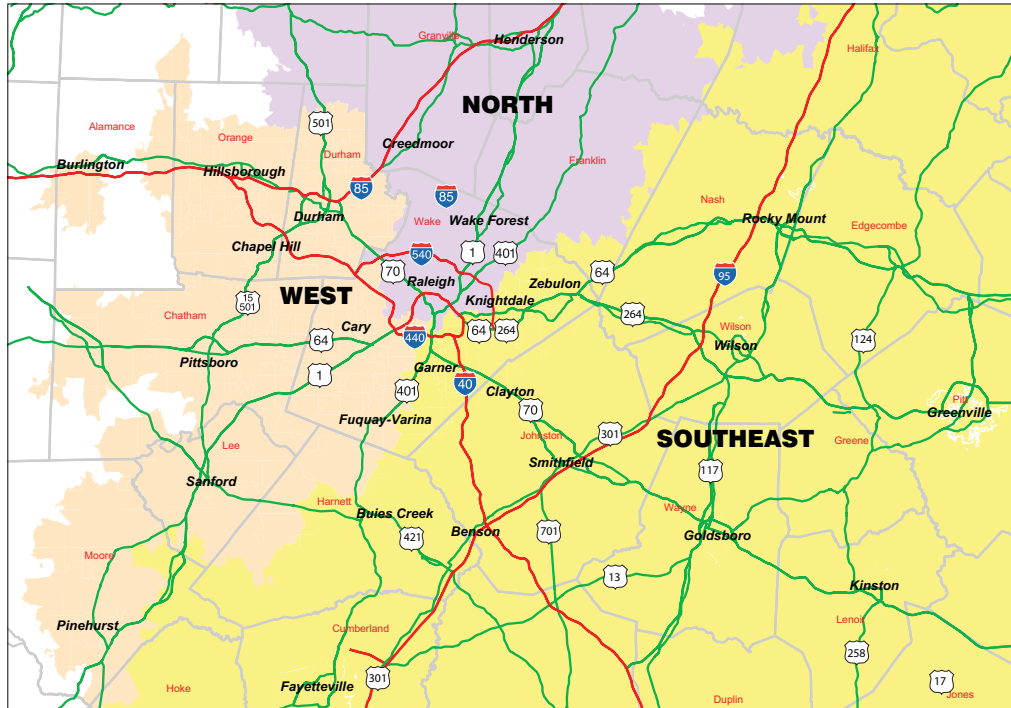


1/4
3 col
(4.92")
x 10



1/8
3 Col.
4.92"x 5

Friday Zones

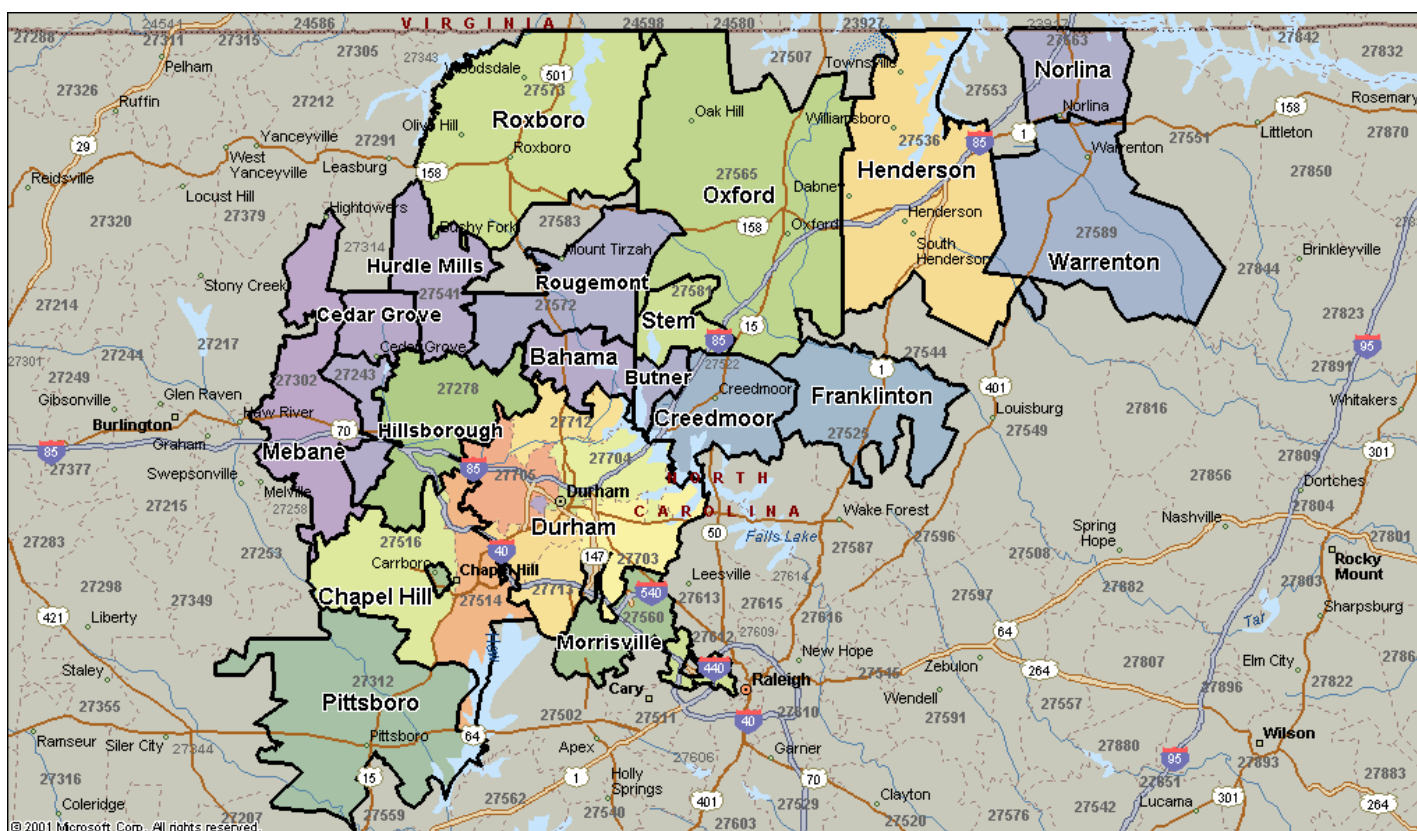


Zoned advertising is available in the Weekend section every Friday. Weekend is The N&O's weekly entertainment guide, featuring things to do, movie and restaurant reviews and more.



ZIP Code	Area
NORTH ZONE	Circulation: Fri 33,367
27601	Downtown Raleigh
27604	Capital Boulevard
27605 / 27607 / 27608	Cameron Village, Wade Avenue, Five Points
27609	North Hills
27612 / 27613 / 27617	Crabtree Valley, Glenwood Avenue
27614 / 27615 / 27616	North Raleigh
27571 / 27587	Rolesville, Wake Forest
27508 / 27525 / 27549 / 27596	Bunn, Franklinton, Louisburg, Youngsville
27536 / 27537 / 27544	Henderson, Kipling, Kittrell
27556 / 27563 / 27589 / 27594	Middleburg, Norlina, Warrenton, Wise, Henrico, Littleton
27842 / 27850	
WEST ZONE	Circulation: Fri 28,848
27606	West Raleigh
27511 / 27513 / 27518 / 27519 / 27560	Cary, Morrisville
27502 / 27523 / 27539 / 27540 / 27562	Apex, Holly Springs, New Hill
27526	Fuquay-Varina
27514 / 27516 / 27517	Chapel Hill
27701 / 27703 / 27704 / 27705 / 27706	Durham
27707 / 27708 / 27709 / 27712 / 27713	
27312 / 27510	Pittsboro, Carrboro
27330 / 27332 / 27505 / 28355	Sanford, Broadway, Lemon Springs
27376 / 28315 / 28327	West End, Aberdeen, Carthage, Pinehurst
28374 / 28387	Southern Pines
27252 / 27344 / 27559	Goldston, Siler City, Moncure
27243 / 27408 / 27215 / 27278	Efland, Greensboro, Burlington, Hillsborough
27302 / 27503	Mebane, Bahama
27262	High Point
27509 / 27522 / 27565 / 27572	Butner, Creedmoor, Oxford, Rougemont
27573 / 27581	Roxboro, Stem
SOUTHEAST ZONE	Circulation: Fri 29,480
27603 / 27610	South Raleigh / Southeast Raleigh
27529	Garner
27520 / 27527	Clayton
27501 / 27592	Angier, Willow Spring
27545 / 27557 / 27591 / 27597	Knightdale, Middlesex, Wendell, Zebulon
27568 / 27569 / 27576 / 27577	Pine Level, Princeton, Selma, Smithfield
27504 / 27506 / 27521 / 27524	Benson, Buies Creek, Coats, Four Oaks
27893 / 27894 / 27896	Wilson
27801 / 27803 / 27804	Rocky Mount
27530 / 27531 / 27534	Goldsboro
28301 / 28303 / 28304 / 28305	Fayetteville
28311 / 28314	
28401 / 28403 / 28405 / 28409	Wilmington
28501 / 28504	Kinston
28560 / 28561 / 28562 / 28563	New Bern
Plus additional cities east of the Triangle	

The Herald-Sun



The Herald-Sun newspaper offers an ideal way for advertisers to reach people who live near their business.

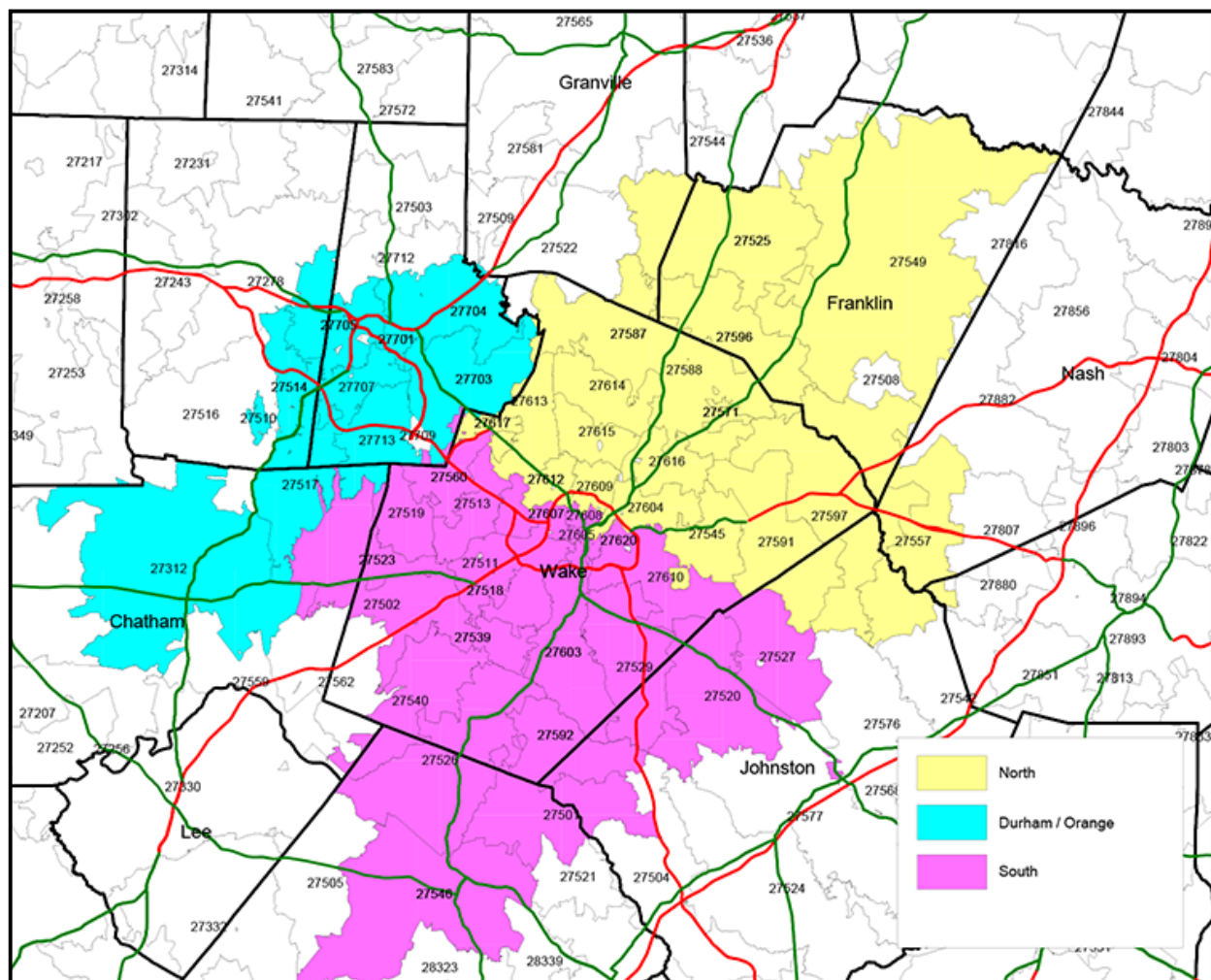
- Distribution on Monday - Saturday 14,842 and 15,018 Sunday.
- Front page ad strips are available for maximum ad exposure.
- Dedicated website with local advertising opportunities.

Delivering an affluent and well-educated audience in the Greater Triangle:

	Total Greater Triangle Adults	News & Observer Readers*	News & Observer Online Readers*	Herald-Sun Print & Online Readers*
Average age	44.5	50.9	44	49.2
Average Household Income	\$72,206	\$78,035	\$89,521	\$60,812
Average Home Value	\$265,407	\$295,649	\$304,147	\$235,858
Household Income \$50,000+	54%	61%	72%	46%
College graduates	41%	47%	60%	33%
Own Home	59%	69%	65%	48%

The Herald-Sun

Midweek Values



July 15, 2015
South

MidweekValues⁺

Shop Local...Save Big... Sleep Great...

Good Value Firm

\$200! Queen Set

Twins Set \$150
Full Set \$175

Besttop Pillowtop

\$299! Queen Set

Twins Set \$199
Full Set \$209
King Set \$339

Extraordinary Soft European

\$399! Queen Set

Twins Set \$299
Full Set \$309
King Set \$599

Storewide Mattress Deals...

Starla Memory Foam

\$499!

Twins Set \$399!
Full Set \$469!
King Set \$699!

Little Country Queen-Size Bed

\$499 \$250!

Memory Foam

\$1299 \$1599

\$2774 \$3074

Mattress Now Carries the largest selection of
iComfort with 7 models on display.

Huge Selection of Savings!!

**SLEEP BETTER...FEEL BETTER
FOR LESS!!**

MATRESS

186 Brabton Dr.
Garners, NC
919-322-2067
(4042) Brabton Center

Storewide Serta Savings

\$299

LOWEY'S MATTRESS

\$999

Visit us at www.SleepingGood.com

Midweek Values, our non-subscriber publication, is a 4-page Kraft wrap containing inserts as well as ROP advertising. It is mailed to 186,092 households each week for Wednesday delivery to households not receiving The News & Observer, The Cary News, Chapel Hill News, Clayton News-Star, The Durham News, Eastern Wake News, Garner-Cleveland Record, Midtown Raleigh News, North Raleigh News, Smithfield Herald or Southwest Wake News. Midweek Values is CDS-certified by the United States Postal Service, and addresses are updated every other month.

Midweek Values ROP Rates				
Full Run	All	Front	Center	Back
	\$6,750	\$2,025	\$3,375	\$2,025
Zone Run	All	Front	Center	Back
	\$2,363	\$709	\$1,182	\$710

All rates reflected are net and include full color.

*Midweek Values distribution numbers are as of April 2015. Actual distribution is affected weekly by changes in the paid circulation of The News & Observer and by household growth in the market. Final determination of ZIP codes covered by Midweek Values is based upon weekly distribution of preprinted inserts, and some ZIP codes may be omitted from the distribution if no inserts are designated for those ZIP codes on that particular week.

Midweek Values

Mechanical Measurements

Tab front - 9.56" wide and 7.5 inches deep
Tab back - 9.56" wide and 9.96 inches deep
Inside - 9.96" wide and 21 inches deep (Full page only)
Does not qualify for repeat discounts.

Midweek Values Deadlines

Proof (Production) Deadline: Thursday, 4 p.m., 13 days prior

Final/Space Reservation: Friday, 11 a.m., 12 days prior

Final Corrections: Friday, 4 p.m., 12 days prior

Digital Ads: Friday, 4 p.m., 12 days prior

Insertions that are cancelled within thirty (30) days of publication will result in a charge equal to fifty percent (50%) of the total cost of the ad that is cancelled.

Front Page Advertising

Get noticed with our Front Page Advertising. Available on all days in The News & Observer. Also available on Sundays and Wednesdays in all 10 community newspapers.

Skybox
2 col. (3.24") x 1"



Front-Page Strip (A1)
Section-Front Strips: (Metro, Sports, Business, etc)
Community Newspapers (A1)
Space reservation deadline: 4 business days prior to publication

A Section Pricing			All Other Section Pricing		
Mon - Tue	Wed - Sat	Sunday	Mon - Tue	Wed - Sat	Sunday
\$2,822	\$3,146	\$3,470	\$2,190.20	\$2,303.60	\$2,417

Ads must be 6 columns wide x 2" deep. Rates include color and ads must run in color. Rates include 185,000 Advanced Audience Targeting online impressions to run within 7 days, inclusive, of print ad. Final Space Deadline advances 72 hours for section front ad strips. All ads are subject to creative review and acceptance by the Publisher. All ads are excluded from repeat and discount programs.

Front Page Adhesive Notes



Front Page Ad Notes	
One Sided	Two Sided
\$66.00 m	\$81.00 m

Front Page Advertising That Sells!

Bright, bold colors that jump off the page with exclusive extra-wide adhesive system ensures your front page ad reaches your customer's front door. FPANs are a "can't miss" position for your advertising message with new, different creative. We offer product choices to fit your advertising needs with zoning opportunities to target your market. You also earn a matching number of rectangle online impressions.

- Minimum quantities: (per section front, per day)
25,000 per event.
- Exceptions:
- Minimum quantity per community newspaper per day is 10,000 if purchased in combination with other publications.
- 50,000 ad notes are required for all ad note products on The News & Observer on all Sundays, President's Day, Memorial Day, Labor Day, Black Friday, Thanksgiving Day, Christmas Eve, Christmas Day and New Years Day.

Space reservation deadline: 17 days prior to publication

Target Smart

PRINT AND DELIVER PROGRAM

Reach 100% of your target market with Target Smart, the The News & Observer's Print & Deliver Program. Combining the power of The News & Observer, our ten community newspapers, Midweek Values and online, Target Smart offers saturation without duplication to more than 700,000 households in the Greater Triangle. For one low price, we'll design, print and distribute your insert. Plus, you'll receive matching Advanced Audience Targeted digital impressions. Whether you want to reach the entire market, or just those households around your business, our program can deliver the options you need that you won't find in any other total market coverage program.

Advantages of The News & Observer's Total Market Coverage (TMC) Program:

There when you need us.

Our TMC program is offered 52 weeks per year, not 10 to 12 times per year.

Custom zoning.

We craft a custom distribution area based on your needs - no preset zones that may or may not meet your needs.

Preferred presence.

Your pieces are part of The News & Observer's TMC "marketplace." The only place to find major food and drug preprints on a weekly basis. Readers turn to inserts for shopping information and they prefer to receive their inserts in the newspaper.

Expanding your reach online.

Our rates now include matching Geo-targeted digital impressions on the Advanced Audience Network. The ad can click to your website or to your printed piece, which will also be posted on newsobserver.com.

Multiple formats and size options.

We offer half sheets, full sheets, jumbo sheets and four-page tabs - all in full color, 2-sided on glossy paper.

Room to say what you need to say.

Our larger format options give you ample space to get your entire message out to consumers. You aren't limited to third and half sheets.

Priced right.

Our new rates are extremely affordable - as low as 2.5¢ per household for a half sheet, full-color, 2-sided piece.

Optimize your advertising budget.

The N&O's Target Smart program counts toward your N&O dollar volume contract, potentially lowering your cost for ROP and other advertising.



Target Smart Open Net Rates				
Rates are based on individual press run orders and not insertion events. All current insertion event minimums remain the same. Insertion print & hold policy remains the same.				
Press Run	Half Sheet	Full Sheet	Jumbo	4-Tab
20,000 - 34,999	\$62.50	\$68.75	\$112.50	\$123.75
35,000 - 99,999	\$50.00	\$55.00	\$90.00	\$99.00
100,000 - 249,999	\$43.75	\$48.13	\$78.75	\$86.63
250,000 - 499,999	\$40.63	\$44.69	\$73.13	\$80.44
500,000+	\$37.50	\$41.25	\$67.50	\$74.25
Specs	Two sizes to choose from: 5 3/8 x 8 3/8 or 5 1/2 x 10 7/8	8 3/8 x 10 7/8	10 3/4 x 12 1/8	17 x 10 7/8 folded to 8 1/2 x 10 7/8

Kraft Inserts

Want a high-impact advertising message at an outstanding price?

Kraft inserts are a cost-effective way to advertise in The News & Observer with plenty of room to show what you have to offer. Your visually compelling piece is produced on a single-fold, 4-page or 8-page tabloid printed on heavy Bright White stock in full color. You can run your Kraft insert in the ZIP codes of your choice on any day between Wednesday and Sunday or define your distribution even more by choosing one of our 10 community newspapers and Midweek Values in the same week.

Minimum 50,000 distribution may run in The News & Observer on Wednesdays-Sundays. Or you can run a combination that includes community newspapers at the 50,000 minimum within the same calendar week. This program does not include Midweek Values distribution.

Mechanical specs:

Single Page 10" w x 9.82" h

Double-Truck 21" w x 9.82" h

Printed on Bright White paper.

Space deadline: 3 weeks prior to publication date



Kraft Insert Program

Net Rates are per CPM. 50,000 minimum press run and minimum insertion order.

4 Tab	8 Tab
\$66	\$81

Preprints



Preprints

Be a part of The News & Observer's Retail Marketplace

Preprinted inserts are a cost-effective way to reach potential customers. They offer targeting, flexibility and can be delivered on the specific day you want your message to be seen.

More importantly, readers look forward to - and use - inserts:

*78% have taken action on a newspaper insert in the past month

Newspapers are the preferred method for receiving ad inserts or fliers.

* Source: Frank N. Magid Associates 2014

Net Rates										
In Paper Preprint Rates - N&O & Community Newspaper										
Half Sheet	Full Single Sheet	4-Tab	8-Tab	12-Tab	16-Tab	20-Tab	24-Tab	28-Tab	32-Tab	36-Tab
\$51.30	\$54.48	\$61.06	\$71.04	\$84.21	\$97.96	\$110.01	\$113.45	\$116.90	\$120.34	\$123.90
Mailed Preprint Rates - Midweek Values										
Half Sheet	Full Single Sheet	4-Tab	8-Tab	12-Tab	16-Tab	20-Tab	24-Tab	28-Tab	32-Tab	36-Tab
\$54.18	\$57.53	\$67.17	\$78.14	\$111.17	\$129.32	\$164.58	\$184.70	\$205.74	\$222.39	\$245.32

Preprint Rates - General Information

General Information

- A. The News & Observer Publishing Company offers these options for the distribution of single-advertiser preprints:
1. Carrier delivery via The News & Observer Wednesday through Sunday
 2. Carrier delivery via The Herald-Sun Wednesday through Sunday
 3. Carrier delivery via our community newspapers Wednesday and Sunday. These include: The Cary News, Chapel Hill News, The Durham News, Eastern Wake News, Garner-Cleveland Record, Clayton News-Star, Midtown Raleigh News, North Raleigh News, Smithfield Herald and Southwest Wake News.
 4. Mail delivery via Midweek Values, our mailed non-subscriber publication on Wednesday.
- B. Any insert whose size, weight or overall condition interferes with the timely delivery of our newspaper will not be inserted.
- C. Any costs incurred by our newspapers related to jogging, straightening or otherwise preparing preprints for insertion will be passed along to the advertiser. This includes, but is not limited to, cancellations and changes in scheduling or zoning that occur after published deadlines. **Preprint orders that are cancelled or changed after established deadlines will result in a charge equal to \$500 per event.**
- D. Preprints arriving after deadlines and causing production delays will incur a late fee of \$1,500.
- E. Multi-advertiser preprints sold and produced by unauthorized outside agents will not be accepted.
- F. The Publisher reserves the right to prioritize acceptance of preprints on heavy distribution days based on total quantity inserted on that particular day. Specifically on Sundays in November and December, preprints of fewer than 50,000 copies will be accepted only on a space-available basis.
- G. The advertiser's scheduling of preprints with us signifies the acceptance of these conditions.

In-Paper Preprint Quantity Discounts

Preprint advertisers can earn discounts from earned rates shown based on quantities distributed per event in any combination of The News & Observer, Midweek Values, The Cary News, Chapel Hill News, The Durham News, Eastern Wake News, Garner-Cleveland Record, Clayton News-Star, Midtown Raleigh News, North Raleigh News, Smithfield Herald and Southwest Wake News. To earn the discount when products are combined, preprints must run within a six-day period, inclusive. Discounts apply to earned in-paper rates only as follows:

Total in-paper distribution	Discount
50,000 - 124,999	2.5%
125,000 - 224,999	5.0%
225,000 - 299,999	7.5%
300,000 or more	10.0%

Preprint Quantities

Please contact your account executive for current preprint insertion quantities and minimums.

Minimum insertion quantity is 10,000 for The News & Observer, The Cary News, Chapel Hill News, Clayton News-Star, The Durham News, Garner-Cleveland Record, Midtown Raleigh News, North Raleigh News, Smithfield Herald and Southwest Wake News and minimum insertion quantity is 5,000 for Eastern Wake News. Insertions submitted that are below the outlined minimum quantities will be billed at the minimum quantity.

A minimum of 50,000 pieces, in any combination of our Sunday products, is required for Sunday and bonus day distribution.

Calculating Preprint Charges

Preprint charges are determined by multiplying the cost per thousand (CPM) by the quantities required of the areas selected (less spoilage). Rates are listed according to tab pages. Standards are billed according to their tab equivalence (Example: A 4-page standard and an 8-page tab are billed at the 8-page tab rate). In cases where conversion to tabloid pages does not result in size listed on the rate card, the preprint will be billed at the rate for the next larger size.

In-paper tabs larger than 36 pages will be charged an additional \$2/m for each 4-page increment after 36 pages. Inserts running in Midweek Values that are larger than 36 pages will be charged an additional \$4.50 per thousand for each tab page increment larger than 36 pages.

Quantity Discrepancies

When a preprint insertion order is received from the client/agency, Publisher will compare the quantity of preprints ordered vs. the quantity required for the distribution areas selected. Discrepancies greater than 5% will be communicated to the customer and/or agency in writing. This communication will request approval to adjust the customer's preprint quantities or to add distribution channels equal to the customer's ordered quantities.

If the client/agency fails to respond to the written notice of discrepancy, Publisher will decide on distribution of the inserts based on quantities and the customer's insertion order.

1. If the customer is not sending enough inserts to cover their selected geography, the zones farthest from their stores will be eliminated from the run. If the customer is sending too many inserts, additional zones will be added.

2. If the quantity received is more than our maximum distribution for that publication, the extra inserts will be recycled. In the case where the insertion order covers multiple publications, quantities may be shifted among publications within the requested footprint to meet the client's needs.

Client/agency failing to respond to written notice of discrepancy agrees to pay for preprint insertion based on Publisher's distribution decision.

Midweek Values

Rates for preprinted inserts delivered via Midweek Values, our mailed non-subscriber publication, are based on weight.

Average Weights - For Mailed Preprints

The chart below lists average weights for each preprint size.

Inserts in Midweek Values will be billed by page size listed below, provided they do not exceed the average weight for that particular size. Preprints weighing more than the average weight will be charged \$5.75 per 1/10 ounce over the average weight.

Fractional weights are rounded up to the next 1/10 ounce.

Size	Ounces
1/2 Single Sheet	0.11
Full Single Sheet	0.25
4-Tab	0.4
8-Tab	0.6
12-Tab	0.9
16-Tab	1.2
20-Tab	1.5
24-Tab	1.8
28-Tab	2.1
32-Tab	2.5
36-Tab	2.7

Note: Factors such as paper size, paper type and others can affect the weight of your insert. This table is only a general guide.

Preprint Requirements & Specifications

Preprint Requirements & Specifications

1. Reservations: The News & Observer and community newspaper preprints - Wednesday at noon for Wednesday through Sunday of the following week. Note that reservation deadline for Sunday is 11 days prior to publication or in-home date. Midweek Values preprints - Tuesday at 1 p.m., eight days prior to publication. The News & Observer reserves the right to prioritize acceptance of preprints on heavy distribution days based on total quantity inserted on that particular day. Because of mechanical restrictions, the number of insertions on a given day is limited. **Preprints are accepted on a first-come, first-served basis. Preprint orders that are cancelled or changed after established deadlines will result in a charge equal to \$500 per event.**
2. Delivery: The N&O and community newspaper preprints - noon on Friday, nine days prior to publication for Sunday inserts. Weekday inserts must be delivered by 2 p.m. three working days prior to publication date. Midweek Values preprints - Thursday at 2 p.m., six days prior to publication date. Deadlines are advanced 24 hours during holiday periods. You will be notified by your account executive of advanced deadlines.
3. All preprints must be suitable for machine insertion. Maximum Size: 12" (folded edge) x 11" (edge perpendicular to the folded edge). Minimum size: 7" (folded edge) x 5" (edge perpendicular to the folded edge).
4. Preprints larger than the maximum size must be quarter-folded. All 4-page tabs printed on newsprint or similar light stock must be quarter-folded. Single sheet thickness of 0.007 mil is recommended for optimum performance. Acceptance of preprinted inserts less than 0.007 mil thick is done at advertiser's risk.
5. Advertisers requesting to insert preprints not meeting the above requirements must submit a sample of at least 150 copies for evaluation and testing.
6. Quantities: Projected distribution quantities are available 90 days in advance.
7. On Sundays in November and December, preprints of fewer than 50,000 copies will be accepted only on a space-available basis.
8. Content: If any portion of the preprint simulates news copy, the page(s) must be identified as "Paid Advertising." As with ROP advertising, the Publisher has the right to review and reject all inserted material.
9. Publisher reserves the option of pre-inserting preprint sections, one inside another, to meet mechanical and publishing requirements. In such instances, no adjustments will be made.
10. Packaging and Shipping: Palletized, preferably topped with a wooden brace or rigid cardboard and cross-banded with double steel or plastic straps on each side on non-returnable skids stacked in equal turns, not to exceed 5 inches in depth, stacked to a maximum height of 5 feet, maximum weight 2,000 lbs. Ship freestanding fliers/cards in cartons. Shipments received in poor condition, or which require additional handling, will incur an additional charge per thousand to the advertiser or may be rejected for insertion. Preprints arriving after deadline and causing production delays will incur a late fee of \$1,500.
11. Each skid must show a copy of the preprint, the number of copies on the skid, the total number of copies delivered and the total number of skids.
12. Preprints for multiple dates and/or multiple publications may not be

- packaged on the same skid. The only exception to this is for preprints designated for multiple community papers on the same day. Publisher will not be responsible for lost or shorted copies as a result of combining multiple dates and/or publications on the same skid.
13. Publication date, if known, should also be marked on the skid. Shipments of preprints must be accompanied by an invoice designating the number of skids and the total quantity shipped. Multiple versions on one shipment must be noted on both invoice and pallets.
 14. The News & Observer Publishing Company will not be held responsible for shortages due to improperly dried ink, inconsistent cutting or folding, improperly banded skids or damage during shipment. If extra handling is required because of any of the above problems, a surcharge will be added to the normal cost of insertion.

SHIPPING INFORMATION

Preprints/Polybags

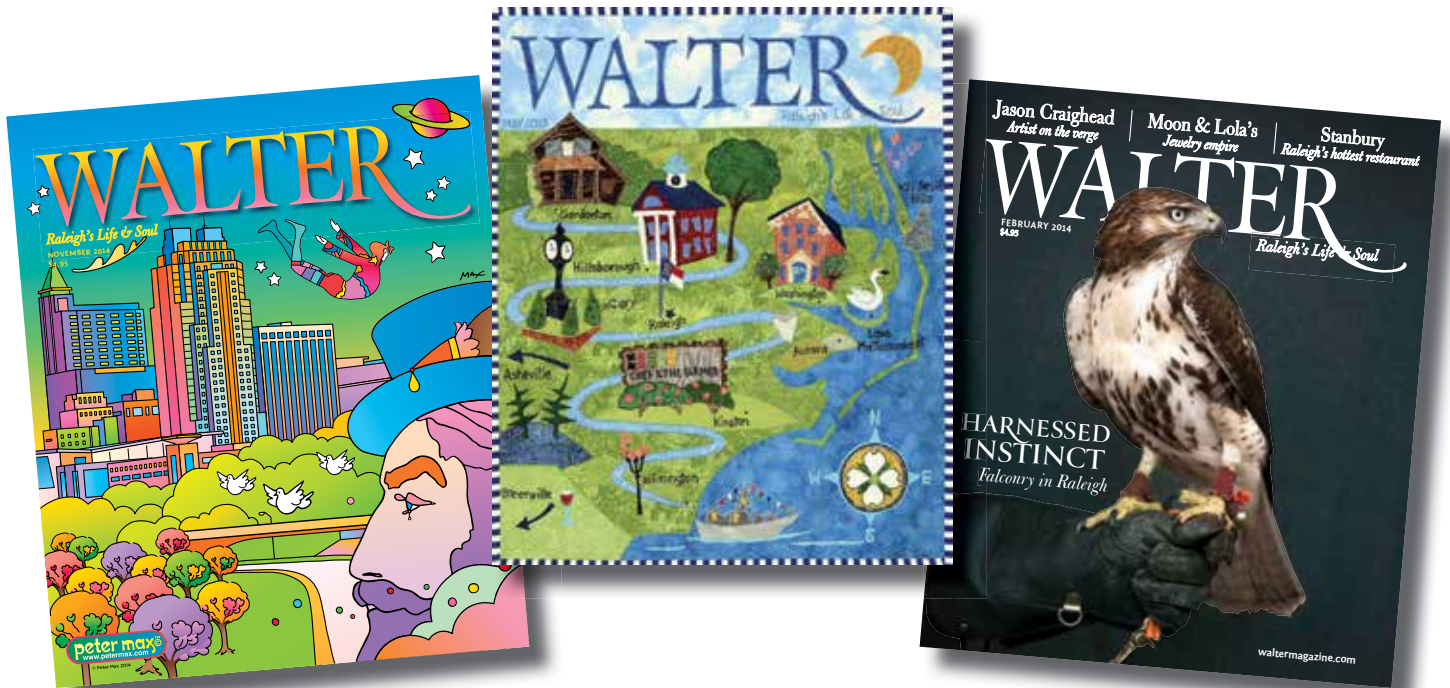
The News & Observer Publishing Company
1400 Mechanical Boulevard, Garner, NC 27529

Preprint Supervisor
Shelley Summerlin (919) 836-5669

Receiving Hours: Mon-Fri 7:30 a.m. - 4 p.m.
Closed on National Holidays

15. Preprints, polybags and product samples running in multiple publications must be split out and tagged for each publication.
16. Multi-advertiser preprints sold and produced by unauthorized outside agents will not be accepted.
17. Preprint insertion charges, as well as in-house printing charges, are applicable toward fulfillment of ROP contracts. To determine the number of inches applied to ROP contracts, divide the cost of the preprint by the applicable ROP rate.
18. The advertiser's scheduling of preprints signifies the acceptance of all requirements, specifications and general information.
19. Standard-size preprints having pages that exceed 264 square inches in overall area per page will be billed at the next higher rate.

Product	Min Thickness	Min Dimension	Max Dimension
1/4 Single Sheet		5" x 7"	8.5" x 5.5"
Single Sheet	.007 mil	8.5" x 5.5"	11" x 12"
Tab			up to 132 square inches
Standard		greater than 132 square inches	
4 tab	.008 mil	5.5" Cut Edge	11.5" Cut Edge
(or greater)		6.5" Fold Edge	13.5" Fold Edge



WALTER

RALEIGH'S Life & Soul

Advertise to the Triangle's most affluent residents! WALTER is a 10 month, direct mailed magazine to Wake County homeowners with homes valued at \$450,000 or more. WALTER is the area's must-read magazine for anyone who loves art, food, culture, music, literature, and style.

WALTER welcomes the native and newcomer alike with Southern hospitality, humor, zest, and sophistication. WALTER tells you what's happening now - and why you should be there, too.

	February	March	April	May	June/July	July Special Edition	August	September	October	November	Dec./Jan. '16
Ad Materials/ Space Deadline	Tuesday Jan. 5	Wednesday Feb. 3	Friday Mar. 4	Tuesday Apr. 5	Wednesday May 4	Monday June 6	Tuesday July 5	Thursday Aug. 4	Friday Sept. 2	Tuesday Oct. 4	Thursday Nov. 3
EDI Ad Deadline	Wednesday Jan. 13	Thursday Feb. 11	Monday Mar. 14	Wednesday Apr. 13	Thursday May 12	Tuesday June 14	Wednesday July 13	Friday Aug. 12	Tuesday Sept. 13	Wednesday Oct. 12	Friday Nov. 11
Ad Release Deadline	Friday Jan. 15	Monday Feb. 15	Wednesday Mar. 16	Friday April 15	Monday May 16	Thursday June 16	Friday July 15	Tuesday Aug. 16	Thursday Sept. 15	Friday Oct. 14	Tuesday Nov. 15
Copies In Home	Saturday Jan. 30	Monday Feb. 29	Thursday Mar. 31	Saturday Apr. 30	Tuesday May 31	Thursday June 30	Saturday July 30	Wednesday Aug. 31	Friday Sept. 30	Monday Oct. 31	Wednesday Nov. 30

Advertising Rates

	1 time	3 times	6 times	10 times
2-page spread	\$4,950	\$4,160	\$3,690	\$3,410
Full page	\$2,970	\$2,500	\$2,215	\$2,050
2/3 page	\$2,235	\$1,885	\$1,665	\$1,535
1/2 page	\$1,785	\$1,500	\$1,330	\$1,225
1/3 page	\$1,345	\$1,130	\$1,000	\$920
1/4 page	\$1,050	\$890	\$785	\$720

Premium Positions

	1 time	10 times
BACK COVER	\$4,450	\$3,180
INSIDE FRONT	\$4,080	\$2,915
INSIDE BACK	\$4,080	\$2,915
FORWARD POSITION pages 3-9 or 11	\$3,265	\$2,335
TWO-PAGE SPREAD	\$5490	\$3,925

Special Products

GATEFOLD 80# \$7,750 17.75 x 10.875
folded to 8.75 x 10.875, 4-color both sides, 80# paper

GATEFOLD 100# \$9,750 17.75 x 10.875
folded to 8.75 x 10.875, 4-color both sides, 100# paper

POLYBAG INSERT single \$4,500 9 x 10.75
single-sheet, 70# gloss text, 4-color both sides, in polybag

POLYBAG INSERT 4 pg. \$7,500 17 x 10.875
folded to 8.5 x 10.875, 70# gloss text, 4-color both sides

TIP-ON INSERT 4 pg. \$6,500 10 x 7.5
folds to 5 x 7.5, 100# gloss text, 4-color both sides

TIP-ON INSERT 8 pg. \$9,750 10 x 7.5
folds to 5 x 7.5, 100# gloss text, 4-color both sides

STITCH-IN CARD \$2,295 6 x 4.5
4-color process both sides, requires purchase of full page ad in same issue

COVER SLEEVE \$7,995 20 x 5 wrap

Cancellation

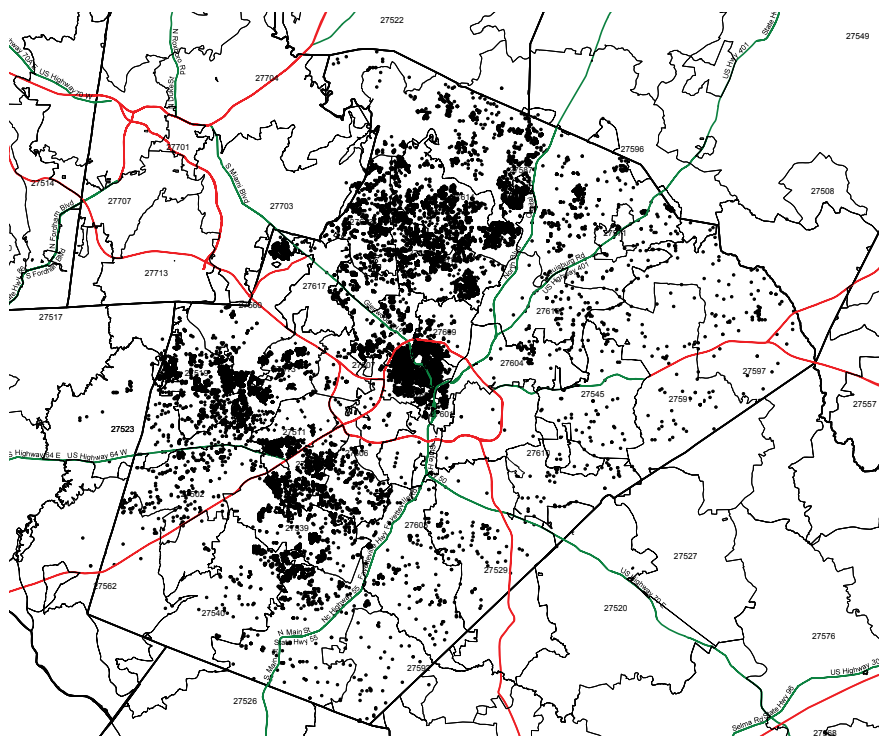
Cancellations must be submitted in writing 10 days prior to closing date of the issue in which the ad was to be published. Advertiser is otherwise liable for scheduled advertising. In the absence of a written cancellation notice, Publisher may insert the last advertisement appearing and bill said advertisement to advertiser toward fulfillment of the contract obligation. Delinquent or unfulfilled contracts are subject to short rate and cancellation.

If Advertiser's net billings do not equal or exceed the amount contracted for, Advertiser agrees to additionally pay the Publisher the difference between the contract rates and the rates actually earned.

Ad sizes

Trim size = 9 x 10.875 inches

Please provide PDFs with fonts embedded, using CMYK format for photos at 150 line screen, 300 dpi resolution. Keep all logos and text inside the live area listed below.



TWO-PAGE SPREAD

Bleed Area
18.25 x 11.125
Live Area
17.5 x 10.375

FULL PAGE

Bleed Area
9.25 x 11.125
Live Area
8.5 x 10.375

1/2 PAGE VERTICAL

Bleed Area
4.525 x 11.125
Live Area
4.15 x 10.375



2/3 PAGE

Bleed Area
5.975 x 11.125
Live Area
5.6 x 10.375



1/2 PAGE HORIZONTAL

Bleed Area
9.25 x 5.475
Live Area
8.5 x 5.1

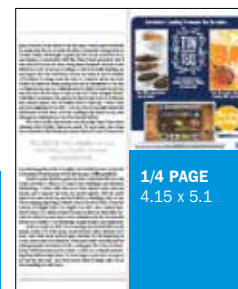


1/3 PAGE VERTICAL

2.7 x
10.375



1/3 PAGE SQUARE
5.6 x 5.1



1/4 PAGE
4.15 x 5.1

ROP Requirements and Specifications

ROP Depth Requirements

Standard Column Widths			
Columns	Widths	Columns	Widths
1	1.56"	4	6.60"
2	3.24"	5	8.28"
3	4.92"	6	9.96"

Minimum depth 1 inch. Maximum depth 20 inches. Advertisements over 18 inches will be set to, or centered in, full column depth and charged as 20 inches. Ads are measured on the basis of 14 lines to the column inch.

Standard Double Trucks

Columns	Widths (gutter width is .54)
7	12.06"
8	13.74"
9	15.42"
10	17.10"
11	18.78"
12 - Full DT	Double Truck is 20.46 x 20

A full 13-column double truck must be a minimum of 10.5 inches deep. A minimum of 162 inches will be charged on double trucks less than 13 columns wide. Color charges will be doubled.

Broadsheet Modular Ad Sizes

Ad Size	Widths
Thirteenth Page	3.24" x 2"
Fifteenth Page	3.24" x 4"
Eighth Page	4.92" x 5"
Quarter Page	4.92" x 10"
Half Page (horizontal)	9.96" x 10"
Half Page (vertical)	4.92" x 20"
Full page	9.96" x 20"

Tabloid Modular Ad Sizes

Ad Size	Widths
Thirteenth Page	2.37" x 2.38"
Eighth Page (vertical)	2.37" x 4.86"
Eighth Page (horizontal)	4.92" x 2.38"
Quarter Page	4.92" x 4.86"
Half Page (vertical)	4.92" x 9.82"
Half Page (horizontal)	10.00" x 4.86"
Full page	10.00" x 9.82"

Kraft Inserts/Jackets

Sizes	Width x Depth (inches)
Front/Back	10"w x 9.82"h
Inside DT	21"w x 9.82"h (can also be used vertically at 9.96 x 21)

Copy Regulations

- Acceptance of all copy is subject to Publisher's approval.
- All political advertisements must have "Paid Political Advertising" at the top of the ad and "Paid for By" committee or individual's name and address at the bottom of the ad. Advance payment by check is required.
- Unsigned advertisements will not be accepted (except "teaser" ads from a bona fide advertiser or blind ads using a box number). The person responsible for placing "teaser" ads must have his or her name, address and phone number recorded in our files, which upon request will be disclosed to anyone, with the exception of "blind" employment advertisements.
- Advertising is accepted with the understanding that the merchandise or services offered are accurately described and willingly sold to customers at the advertised price. Deceptive or misleading advertising is never knowingly accepted.
- Artwork. Publisher shall not be liable for lost or damaged artwork or other materials submitted. Advertising material will be disposed of within 30 days after use unless advertiser or agency requests its return.
- Typography and borders specified by the advertiser will be followed when possible. All print advertisements smaller than a full page must be bordered on all sides with a minimum 0.5 pt. rule or similar border. All digital ads should be contained inside a border. Publisher will not be held liable for ads that run without borders. Ads submitted for publication without borders will have a 0.5 pt. rule added to all sides. However, the newspaper's failure to do so will in no way make the Publisher liable for adjustment in cost should borderless ads run adjacent to one another.
- Typography smaller than 8 pt. sans serif or 10 pt. serif used in reverses is run at advertiser's risk.
- Screen photoprints finer than 85 lines or lighter than 20% in tone are used at advertiser's risk.
- The words "Paid Advertisement" will be printed in bold 12 pt. type at the top of any advertisement that, in the Publisher's judgment, is not clearly an advertisement and/or resembles news matter, and the right is reserved to insert the words "Paid Advertisement" above any copy.
- Any advertisement that appears similar to news stories with the use of headlines, bylines and stories combined in the usual fashion of editorial content will not be published.
- If advertiser does not provide specific copy or layout by production/proof deadline, the copy and layout produced by The News & Observer will be considered as authorized by the advertiser.

Split Run

Size requirements: Full-page ads only. Charges: Pagination-ready ads \$100.00 net. Ads requiring production work: \$125.00, plus \$25.00 per hour. Black and white ads preferred.

Digital Requirements and Specifications

Rich Media: Apps & Mobile Websites

BANNER ADS				
Pixel Size	Max Size	Formats	Devices	Additional Details
320x50	15k	GIF, JPG, PNG	iPhone & Android Apps, Mobile Websites	<ul style="list-style-type: none"> Android devices less than 8 inches will serve a 320x50 The iPhone will always serve a 320x50 App banners adhere to the bottom of the page Mobile web banners do not adhere Static images only, no animation is allowed
High Density Creative (HD) 640x100	30k	GIF, JPG, PNG	iPhone & Android Apps, Mobile Websites	<ul style="list-style-type: none"> The 640x100 will serve to mobile phones capable of serving high-density images; in those cases the 640x100 shrinks to 320x50, making the image of higher quality and appear clearer than would a standard density image A 320x50 image is required as a back up to every HD 640x100 Static images only, no animation is allowed
728x90	40k	GIF, JPG, PNG, Flash Swiffy HTML5	iPhone & Android Apps, Mobile Websites	<ul style="list-style-type: none"> Android devices greater than 8 inches will serve a 728x90 The iPad will always serve a 728x90 App banners adhere to the bottom of the page Mobile web banners do not adhere Static images only, no animation is allowed
300x250	40k	GIF, JPG, PNG, Flash Swiffy HTML5	Mobile Websites	<ul style="list-style-type: none"> Available on all sections of mobile sites and on iPad app story pages (Escenic & Aurora)

For complete Digital Specifications please visit www.mcclatchyinteractive.com/public/inspirationcentral

Digital Requirements and Specifications

Rich Media: Apps & Mobile Websites

ADHESION ADS				
Phone Adhesion (PAD) Escenic, Aurora/ Classic Responsive 640x100	80k	GIF, JPG, PNG	Phones	<ul style="list-style-type: none"> Depending on the orientation of the phone, one of the two image sizes will serve; for portrait view, the image will shrink to a 320x50, for landscape view, the 480x75 will deliver The adhesion ad needs a large "X" placed in the upper right corner to coincide with the close region, which is set in the ad server Static images only, no animation is allowed
Tablet Adhesion (TAD) Aurora/ Classic 960x80	80k	GIF, JPG, PNG	Tablets	<ul style="list-style-type: none"> Limited to iPad only. The adhesion ad needs an "X" placed in the upper right corner to coincide with the close region, which is set in the ad server Static images only, no animation is allowed
Mobile	80k	GIF, JPG, PNG	Tablets	<ul style="list-style-type: none"> Depending on the orientation of the tablet, one of the two image sizes will serve; for the portrait view, the image will shrink to a 768x80, for landscape view, the 1024x106 will deliver The adhesion ad needs an "X" placed in the upper right corner to coincide with the close region, which is set in the ad server Static images only, no animation is allowed

BILLBOARDS			
Sliding Billboard			
Overall File Weight	Total File Weight: Under 250k	Panel Creative File Types	GIF/JPG/PNG/Flash Swiffy HTML5 & Video (MP4, WEBM, and OGV)
Pencil	Limit 40k	Panel Activation & Close Button	Click to Open Expanded Panel: After the initial auto-expanded panel, the user-initiated panel must click to open. When clicking open, the panel can remain open only if there is a functioning close button in the upper, right corner of the panel. Close Button: Must be an obvious, static, persistent, and functional button in the upper right corner of the panel.
Initial Open Panel	960x30	Flash Player Versions	5 to 10, Flash 5-7 recommended. Flash player 11 and up in not accepted at this time.
Pencil Creative Types	GIF, JPG, PNG, Flash Swiffy HTML5	Flash Player Versions	5 to 10, Flash 5-7 recommended. Flash player 11 and up in not accepted at this time.
Expanded Panel	960x440 or 960x470	Flash Frame Rate	12 fps (frames per second) is recommended. Frame rate may not exceed 24 fps. Banners exceeding 24 fps will not be accepted.
Expanded Panel Function	Panel slides-down over site content.	Border/ Background Color	All panels must have a high-contrast background or border.

FLOORBOARDS			
Floorboard Panel Width & Height	960x110 px	Transparencies	The Floorboard panel can contain transparencies but remember to allow for the close button in the upper right corner. Any transparency must be only at the top of the panel so you can have a shape other than a straight line breaking into the web page. The close button will need to remain in the same upper right position with or without a transparency and must be connected to the floorboard panel with no transparent break in between.
Max Weight of Floorboard Panel	60k	Layer Activation	The Floorboard serves in the open position and is closed with a mouse click that triggers the pencil. The user can re-open the Floorboard with a mouse click.
Pencil (Leave Behind) panel Width & Height	15k	Layer Closing	The floorboard panel must contain an obvious, static, persistent, and functional close button with the word CLOSE in text equivalent to at least 14 pt Arial and black or high-contrast color to make it stand out from the background and must be in the upper, right corner of the panel. Use the provided Photoshop template for accuracy. *See full specs for template. IMPORTANT: Make sure your close button is on a solid background so that it can be seen clearly and is attached to the floorboard panel and not lost in the site content.
Borders	The main panel must have an obvious boundary (image/color/border) with a 3-pixel white border along the outer edge of the ad to separate it from site content.	Creative Types Allowed	GIF, PNG, JPG No Animation is allowed.

For complete Digital Specifications please visit www.mcclatchyinteractive.com/public/inspirationcentral

Digital Requirements and Specifications

CORNER PEELS			
Teaser Width & Height	125x100	Auto-Expanding Panel	An auto-expanding panel rolls out without user interaction immediately after the ad loads and can only be open for a max of 3 seconds.
Full Expanded Main Image	800x550	Creative Types	JPG/GIF/PNG/Flash Swiffy HTML5 Audio & Video not permitted.
Total Max File Weight	250k	Flash Player Versions	Flash versions 5 to 10 (versions 5-7 recommended). Flash versions 11 and up are not accepted at this time.
Max # of Expanding Panels	1	Flash Frame Rate	12 fps (frames per second) is recommended. Frame rate may not exceed 24 fps.

DESKTOP INTERSTITIAL			
Width & Height	1024x588	Close Button	Must contain an obvious, static, persistent, and functional close button (**Skip This Ad **) in the upper right corner of the ad and is set up in the AOL1 template.
Total Weight	250k	Creative Types	JGIF/JPG/PNG/Flash Swiffy HTML5. Video (15 seconds only)
Max Display Time	15 seconds	Flash Player	Versions 5 to 10. Flash Player 11 and up are not accepted at this time.
Panel Closing	Click to Close	Flash Frame Rate	12 fps (frames per second) is recommended. Frame rate may not exceed 24 fps. Banners exceeding 24 fps will not be accepted.

BANNER ADS		
Ad Size	Pixel Size	Max Size
Leaderboard	728x90	40k
Medium Rectangle*	300x250	40k
Half Page	300x600	60k
Ruler	300x100	40k
Phone Banner	320x50	50k
Billboard Pencil	960x30	20k

BANNER ADS		
Ad Size	Pixel Size	Max Size
Masthead Banner** Static only	234x60	30k
Skyscraper	120x600	40k
Wide Skyscraper	160x600	40k
Vertical Banner	120x240	30k
Cube	160x90	15k
Navbar***	100x25	10k

For complete Digital Specifications please visit www.mcclatchyinteractive.com/public/inspirationcentral

Advertising Services

Digital Ad Delivery

The News & Observer encourages digital ad delivery over its Internet site at <http://ads.mcclatchy.com/raleigh.php>. The preferred platform is Adobe Acrobat PDF. All ads must be received by digital ad receipt deadlines and meet spec requirements. If ads require additional work, files should be received by normal production deadlines. Any additional time required to process ads that do not meet The News & Observer's specifications will be charged at \$50 per hour. We are not responsible for ads received that do not conform to specifications. Other means of electronic delivery such as AP AdSend®, Fast Channel®, and AdTransit® are available. The News & Observer will work with you in creating a process that best fits your needs.

Self Service Ad Placement

Classified liner ads can be placed and purchased online at: <http://placead.newsobserver.com>.

Obituary, Celebration and select Real Estate ads can be placed and purchased online at: <http://placead2.newsobserver.com>.

Ads can be placed for publication in The News & Observer or any of our ten community newspapers. The following categories are now available using our self service platform:

Art Services

The News & Observer's Creative Services Department can design rough or finished layouts for one advertisement or entire campaigns at no charge. There may be a charge for original art, special lettering and special typography. Original art is \$50 per hour (1 hour minimum).

Photography

The News & Observer's Creative Services Department will take photographs for the following charges: photos taken at The News & Observer \$100 per hour (1 hour minimum). Photos taken on location \$100 per hour, plus 50¢ per mile (1 hour minimum).

Proofs

1. One proof can be delivered by the following means when copy is turned in by production deadlines:
 - Eproofs, our online proofing system or email. For more information contact your account executive.
 - Fax service.
2. Proofs are furnished only for the corrections of typographical error, not deviation from original copy. If advertiser changes original copy, layout, or illustrations, there will be a charge for extra composition.
3. Proofs furnished to advertisers may not be reproduced, photographed, televised or otherwise made public prior to publication in the newspaper.

Rate Categories

LOCAL

LOCAL rates apply only to individual retail businesses with permanent locations in North Carolina that sell directly to the consumer. Ads containing more than one business will be charged the NATIONAL rate. LOCAL rates cannot be shared among multiple businesses unless those businesses have common ownership. Advertising placed by organizers of transient events, such as seminars or special sales held at locations not owned by the organizers, such as hotels/motels or convention centers, are charged national rates.

Recruitment local rates are given for positions in North Carolina and our contiguous states, regardless of parent company's location.

Political/Advocacy Issues

NATIONAL earned rates apply to presidential election advertising and nationwide social issues advertising. LOCAL rates are applicable to congressional election advertising, statewide social issues and to local and district elections and to local social issues advertising. All political and advocacy advertising, including advertising seeking to change public opinion on social issues, must include "Paid for by (the name of the committee or individual paying for the ad)" at the bottom of the page. Advance payment by credit card, check or money order is required before an ad can be scheduled for publication.

NATIONAL

NATIONAL rates apply to advertising for products, services and/or companies that do not have permanent retail locations in North Carolina. This includes but is not limited to the following: major transportation companies, such as airlines, cruise lines, bus

lines and railways; federal government agencies; mutual funds, out-of-state stock brokerage companies; packaged goods; health and beauty aids; network TV and radio, communication companies and publishers, national satellite radio and cable TV networks; and travel destinations located outside North Carolina, South Carolina, Virginia, Washington, D.C. and Tennessee.

NATIONAL rates also apply to advertising containing two or more company logos, including dealer list and co-op advertising. NATIONAL rates apply to advertising from distributors, wholesalers, bottlers, brokers, manufacturers, manufacturers' agents, public utilities, trade associations or other non-retail advertising located in the state of North Carolina. Internet service providers and telecommunications service providers of the telephone, paging and wireless industry are charged NATIONAL rates. LOCAL retailers selling only the product are charged at the LOCAL Rate.

Insurance companies with their home office in North Carolina are charged the LOCAL rate. Out-of-state insurance companies are charged the NATIONAL rate. LOCAL insurance agencies are charged the LOCAL rate.

NATIONAL rates apply to advertising that the Publisher has established, or will establish, as being national.

NATIONAL Recruitment advertising is charged the national rate for positions beyond states contiguous to North Carolina where the parent company also resides.

Tier 1 and 2 Automotive

SAU 6-column format is used for both Classified and ROP ads. Tier 1 and Tier 2 automotive advertisers should contact Philip Daniels at pdaniels@newsobserver.com or (919) 836-5627 for rates and additional information.

Terms & Conditions

Credit Policy

Arrangements for credit must be made prior to publication deadlines. Advertising agencies acting on behalf of advertisers are agents for the advertisers unless specifically accepted as principals by the Publisher in writing. Sequential liability or other disclaimer statements contained in an advertising agency's insertion order, contract, etc., are not acceptable. Credit is not available to advertising agencies that use disclaimers.

Terms are net twenty-five (25) days for accounts with established credit. Delinquent accounts are subject to suspension of advertising and, in addition, future credit privileges may also be suspended. In the event of disputes, payment is expected for the undisputed portion, along with written notification within thirty (30) days of the reason for amounts deducted. Failure to receive tearsheets is not recognized as a valid reason to withhold payment. Should legal proceedings or collection actions by a third party be instituted to collect any amount due, Publisher shall be entitled to its reasonable attorneys' fees and/or collection cost. In the event of non-payment resulting in collection action, contracts for lower rates are void for future advertising. In the event a check is returned from the bank, the account will be subject to a \$25 processing fee.

Payment

- A. Retail rates are non-commissionable.
- B. All advertising must be paid in full, in advance of ad schedule and production, unless credit has been established with our business office.
- C. Bills are considered accurate unless notification is received no later than fifteen (15) days following the date of the statement.
- D. Finance charges of 18% APR will be added to balances not paid by the date indicated for each month on the calendar located on the back cover of this Rate Card. Additional services may be subject to suspension of credit until payment is rendered.
- E. In case of billing disputes, extensions of time for payment may be allowed, and finance charges may be waived on the portion of line-item charges that are in dispute and for which notification has been properly made. However, no such extensions will be granted on the portion of line-item charges that are properly billed and with which there is no dispute.
- F. For notification and resolution of disputed insertion charges,

Terms & Conditions

Publisher's Right to Reject/Cancel. Publisher reserves the right to edit, classify, reject or cancel any portion or all advertising as determined in Publisher's sole discretion. Any advertising language that does not comply with Federal, State or local laws including, without limitation, those regarding the prohibition of discrimination in employment, housing and public accommodation will be rejected. Web URLs are accepted if incidental to the advertising content and must occupy no more than 10% of the ad space. Web URLs must be related to noncontent aggregated sites and should not link to other content aggregated sites.

Advertising Errors. Advertising should be checked for errors by the Advertiser on the first day of publication. Credit for Publisher's errors in advertisements will be allowed for the first insertion only. No typographical mistakes will be considered for adjustment if any part of advertisement was received after Production/Proof Deadline as specified in this Rate Card. No credit is made for errors that do not materially affect the value of the advertisement. Publisher will not be responsible for errors due to incorrect material supplied to it.

Shared Mail Services. All shared mail services (Midweek Values) are weight-based and subject to postal rate increases.

Media. The parties hereby agree that Publisher may publish, preserve, record and distribute Advertiser's advertising in The News & Observer newspaper, in any format or media now existing or hereafter invented in which the newspaper is published, preserved, recorded or distributed.

Errors in Other Products and Services. Publisher shall not be liable for any error in product production or services aside from corrections marked by the Advertiser on a requested proof. Should ordered product quality become an issue, the Publisher will make commercially reasonable efforts with Advertiser and/or the third-party product provider to resolve said issue satisfactorily, but no guarantee is expressed or implied.

Artwork. Publisher shall not be liable for lost or damaged artwork or other materials submitted.

Assignment. Advertiser shall not assign any of its rights, duties or obligations under the Contract without the express written permission of Publisher. Advertiser shall not resell any advertising purchased under this Contract. If any online advertising includes space for an advertising link, such link shall only connect to the Advertiser's website and shall not be sold, given or transferred in whole or part to any other person, firm or corporation without advance, written permission from Publisher.

Reservation Calendar Cancellation Policy. Certain ad units (including but not limited to Front Page Ad Notes, Front Page Ad Strips, Skyboxes, Spadea Wraps, Digital Fixed-position banners, and Email Blasts) are only available on certain days and in limited quantities. Calendar reservation date(s) are held on a first come, first served basis. Calendar Reservation products will run at Advertiser's earned rate. Any advertiser canceling their reserved date(s) within thirty (30) days of publication will be charged 100% of the Advertiser's earned rate for the reserved date(s). All cancellations must be submitted in writing to: VP/Display Advertising, The News & Observer, P.O. Box 191, Raleigh, NC 27602.

Walter Cancellation Policy. Advertisers are required to select their designated issues in advance. Any cancellations or changes to the designated issues must be submitted in writing 10 days prior to space deadline of the issue in which the ad is to publish. Advertiser is otherwise liable for scheduled advertising. In the absence of a written cancellation notice, Publisher reserves the right to publish and bill the advertisement of Advertiser's last designated issue for fulfillment of the contract obligation. If Advertiser has not met Contract requirements, Advertiser agrees to additionally pay Publisher the Rebilled Rate. Any advertiser canceling their designated issue after space deadline will be charged a cancellation fee of 50% of Advertiser's earned contract rate.

All Other Cancellation Policy. Any ad cancelled after final space deadline is subject to a cancellation fee equal to 25% of the total charge of the ad.

Confidentiality. Advertiser agrees not to disclose the terms of the Contract, including but not limited to the rates offered thereunder, to any third party without the prior written consent of Publisher, such consent to be granted in Publisher's sole discretion.

Payment Delinquency and Collection. To receive the rates stated in the Rate Card referenced on the front page of the Contract, Advertiser's expenditures with Publisher must meet or exceed the Annual Investment Level, based upon the rates set forth in the applicable Rate Card attached thereto. If any undisputed payment due Publisher is delinquent by more than forty-five (45) days or in the event of any material breach of any of the terms and conditions, herein, Publisher, in addition to its other rights hereunder, may terminate the Contract for cause. Delinquent accounts, in addition to Publisher's other remedies, may be subject to withholding of any other advertising or products or services until Advertiser's accounts are paid in full. In the event it becomes necessary for Publisher or assignee to threaten or institute proceedings against Advertiser for collection of amounts unpaid under the terms of the Contract,

Advertiser agrees to pay all costs of collection, including reasonable attorneys', collection agency and/or court costs and fees.

Failure to Make Progress. If in Publisher's sole reasonable discretion, Advertiser's Net Billings do not equal or exceed the quarterly prorated amount of the Annual Investment Level, Publisher may request Advertiser provide written assurances of fulfillment of its Annual Investment Level. Advertiser shall provide such detailed, written assurances to Publisher within 15 calendar days of receipt of the request. If in Publisher's sole reasonable discretion, Advertiser fails to provide adequate and reasonable assurances, Publisher may terminate the Contract for cause.

Taxes. In the event any tax is imposed on the products or services provided by Publisher, the Advertiser specifically agrees that such tax or taxes shall be added to the rates set forth on the then-current Rate Cards or proposal.

Pass Through Expenditures. Pass Through Expenditures are those expenses billed to the customer for which The News & Observer does not intend to generate a profit, including without limitation, taxes, postage and agency commissions.

Termination. Either party may terminate the Contract without cause in writing upon thirty (30) days advance written notice to the other party. Either party may terminate the Contract for cause if a party breaches any of its material obligations under the Contract and such default is not remedied within thirty (30) days from receipt of written notice from the nondefaulting party. If Advertiser terminates the Contract without cause, or Publisher terminates the Contract for cause, and Advertiser's Net Billings do not equal or exceed the Annual Investment Level and/or Advertiser has not met the Contract Program requirements, Advertiser agrees to additionally pay Publisher the Rebilled Rate. This obligation shall survive the termination of the Contract.

Advertiser Representations and Warranties. All material submitted by Advertiser to Publisher shall remain the intellectual property of the Advertiser or its Licensor, and the Advertiser represents and warrants that it has full ownership rights or necessary licenses to the material submitted to Publisher and that publishing of that material shall not be in violation of any trademark, copyright, proprietary or other right of any person, firm or corporation. Advertiser further represents and warrants that there is currently no pending or, to the best of Advertiser's knowledge, threatened claim or action by or against Advertiser regarding the above-referenced rights, and that, to the best of Advertiser's knowledge, there is not currently any use thereof by others which would or might tend to be adverse to the rights of Advertiser. These warranties shall survive termination of the Contract. The Advertiser acknowledges and agrees that it is solely responsible for any actions to protect its ownership rights in the Advertisements submitted to Publisher.

Indemnity. Advertiser hereby agrees to indemnify, defend and hold the Publisher harmless against any claims, demands, causes of action, judgments, costs or expenses (including attorneys' fees) arising out of or related to (1) a breach by the Advertiser of any representation, warranty or covenant under the Contract, (2) any suit, claim or proceeding for libel, unfair trade practices, unfair competition and all violations of the right of privacy resulting from the publication by the Publisher of the Advertiser's material, or (3) any suit, claim or proceeding by any third party alleging that the Advertiser or Advertising supplied by the Advertiser infringes a trademark, copyright or other intellectual property right of any third party; provided that the Publisher gives the Advertiser prompt written notice of any such claim or proceeding and, provided further, that the Advertiser shall have the opportunity to defend any such claim. This indemnification obligation shall survive termination of the Contract.

LIMITATION OF LIABILITY. Advertiser agrees that Publisher, its licensors, employees or agents do not warrant either the results to be obtained from publication of the advertising in any of Publisher's publications or websites or that Publisher's performance will be uninterrupted or error free. PUBLISHER'S GOODS AND SERVICES ARE PROVIDED WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED. NEITHER PUBLISHER NOR ANYONE ELSE INVOLVED IN CREATING, PRODUCING OR DELIVERING GOODS OR SERVICES UNDER THE CONTRACT SHALL BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES ARISING OUT OF THE CONTRACT.

Force Majeure. In the event of war, flood, fire, strike, act of terrorism or other emergency beyond the control of the parties which prevents performance of the Contract by either party, performance shall be suspended during the period(s) either party is unable to perform, and the terms of the Contract shall be extended for a like period of time. No obligation shall arise between the parties by reason of such emergency suspension except for the extension obligation set forth above.

Bankruptcy of Advertiser. Upon any voluntary or involuntary bankruptcy or insolvency of Advertiser, Publisher may terminate the Contract for cause, effective as of the date of bankruptcy. Any additional advertising will be subject to the terms

of a new Contract, at the appropriate rate set forth in the then-current applicable Rate Card. At Publisher's discretion, payment may be required in advance.

Order of Precedence. In the event of any conflict or inconsistency between the Contract, the terms and conditions, the Addenda and the Rate Card, the Contract and terms and conditions as amended by the Addenda shall control over the Rate Card.

Acceptance. Advertising is accepted on a "run of paper" basis only. No positions or competitive separation can be promised or guaranteed except anchored positions that are offered. A list of anchored positions is available upon request. Anchored positions are offered on a first-come, first-served basis, and must meet specified size criteria. Center of section is not guaranteed for double trucks.

Incorrect Rates or Conditions. Agencies and advertisers forwarding orders that contain incorrect rates or conditions are hereby advised that the advertisement ordered will be inserted and charged at the regular schedule of rates then in force and in accordance with the regulations in this Rate Card. Failure to make an order correspond in price or rules to the Rate Card will be regarded only as a clerical error.

Disclaimer Clauses. The News & Observer Publishing Company does not accept from advertising agencies insertion orders that bear disclaimer clauses to the effect that the agency is acting as an agent and may not be held financially responsible for payment of advertising ordered. The News & Observer Publishing Company holds the Advertiser and the agency placing the advertising jointly and severally financially liable, notwithstanding any disclaimer that might be included on the insertion order.

Unsolicited Advertising. Advertiser specifically grants Publisher the right to send unsolicited advertisements to Advertiser by any method or media now existing or hereafter invented, including, without limitation, by facsimile or Internet or e-mail.

Governing Law. The Contract will be governed by and interpreted in accordance with the laws of the State of North Carolina without giving effect to any conflicts of law principles. Advertiser agrees that venue for such will be Wake County, North Carolina. The rights and remedies of Publisher are cumulative.

Attorneys' Fees. If any action at law or in equity shall be necessary to enforce or interpret the terms of the Contract, the prevailing party shall be entitled to reasonable attorneys' fees, costs and disbursements, in addition to any other relief to which it may be entitled.

Waiver. The failure of either party, in any one or more instances, to insist on performance of any of the provisions of the Contract shall in no way be construed to be a waiver of such provisions in the future.

Notice. All notices relating to the Contract shall be sent to the person of the receiving party set forth on the front page of the Contract. All notices must be in writing and sent via facsimile or certified mail, return receipt requested, and will be effective upon receipt by the party notified.

Miscellaneous. Neither the course of conduct between the parties nor trade practice shall act to modify the provisions of the Contract. The invalidity of any provision of the Contract shall not affect the validity or enforceability of any of the remaining provisions thereof.

Bonus Circulation The News & Observer

To give advertisers maximum reach on holidays, The News & Observer will be distributed in the Triangle to weekday and Sunday-only subscribers on the following days:

Presidents' Day	Christmas Eve
Memorial Day	Christmas Day
Labor Day	Thanksgiving Day
New Year's Day	
Day After Thanksgiving	

Sunday rates will apply. Ads in zoned editions published on holidays with bonus circulation will be charged a 20% premium on earned rate.

ROP Deadlines (Eastern Time)

The News & Observer

Publication Day/Section	Proof Deadline To receive a proof or your ad, copy and material must be turned in by this time	Final Space No Proof Deadline**	Digital Ad Receipt No copy changes
Monday - Display*	Wednesday, 4 p.m.	Friday, 11 a.m.	Friday, Noon
Monday - Classified	Thursday, 4 p.m.	Friday, 11 a.m.	Friday, Noon
Tuesday - Display*	Thursday, 4 p.m.	Friday, 4 p.m.	Monday, Noon
Tuesday - Classified	Friday, 4 p.m.	Friday, 10 a.m.	Monday, 1 p.m.
Wednesday - Display*	Friday, 4 p.m.	Monday, 3 p.m.	Tuesday, Noon
Wednesday - Classified	Friday, 4 p.m.	Monday, 3 p.m.	Tuesday, Noon
Wednesday - Midweek Values	Thursday, 4 p.m. (13 days prior)	Friday, 11 a.m. (12 days prior)	Friday, 4 p.m. (12 days prior)
Thursday - Display*	Monday, 4 p.m.	Tuesday, 3 p.m.	Wednesday, Noon
Thursday - Classified	Monday, 4 p.m.	Tuesday, 3 p.m.	Wednesday, Noon
Friday - Display*	Tuesday, 4 p.m.	Wednesday, 3 p.m.	Thursday, Noon
Friday - Weekend	Monday, 4 p.m.	Tuesday, 11 a.m.	Wednesday, 11 a.m.
Friday - Classified	Tuesday, 4 p.m.	Wednesday, 3 p.m.	Thursday, Noon
Saturday - Display*	Wednesday, 4 p.m.	Thursday, 3 p.m.	Friday, 11 a.m.
Saturday - Real Estate	Tuesday, 4 p.m.	Wednesday, 2 p.m.	Thursday, 10:30 a.m.
Saturday - Home & Garden	Tuesday, 4 p.m.	Wednesday, 4 p.m.	Thursday, 11 a.m.
Saturday - Classified & Auto (non-RE)	Wednesday, 4 p.m.	Thursday, 11 a.m.	Thursday, 4 p.m.
Sunday - Display*	Wednesday, 4 p.m.	Thursday, 4 p.m.	Friday, Noon
Sunday - Classified (non-Recruitment)	Wednesday, 4 p.m.	Thursday, 11 a.m.	Friday, 4:30 p.m.
Sunday - Recruitment	Wednesday, 4 p.m.	Thursday, 11 a.m.	Friday, 2 p.m.
Sunday - Arts & Living w/ Travel***	Wednesday, 4 p.m.	Wednesday, 1 p.m.	Friday, 9 a.m.
Sunday - Work & Money	Wednesday, 4 p.m.	Thursday, 11 a.m.	Friday, 10 a.m.
Sunday - TV Weekly	N/A	Wed. 11 a.m. (11 days prior)	Wed., 11 a.m. (11 days prior)
Sunday - Color Comics	N/A	Thursday, 11 a.m. (17 days prior)	Monday, 4 p.m.
Neighborhood Values Jacket	Wednesday, 4 p.m. (1 week prior)	Thursday, 11 a.m. (1 week prior)	Friday, 10 a.m. (1 week prior)
Front Page Wraps - Main Only	96 hours prior to publication	10 days prior to publication	48 hours prior to publication

Note: For new advertisers placing their first ad, Final Space Deadline advances two hours.

*Includes Main, Triangle & Co., Sports, Connect on Monday and Life, etc. on Tuesday, Wednesday and Thursday; Thursday includes Outdoor Sports

**Ads received after Production/Proof Deadline that require production work are published at advertiser's risk.

No proofs will be provided and no credits will be given for errors in ads submitted after Production/Proof Deadline.

***Special Occasions, Brides and Engagements deadline is six (6) days prior to publication date.

Deadline Information

- Proof Deadline is for ads produced by the newspapers or ads received as slick, paper, negative or by digital means, that require any type of production work.
 - Final Space Deadline is the final time an ad can be scheduled for publication and submitted for production work. However, ads submitted at this time, requiring production work, are published at advertiser's risk. NO proofs will be provided and no credits will be given for ad errors submitted on Final Space Deadline.
 - Final Space Deadline is also the deadline for pagination-ready ads that require NO production work.
 - Digital Ad Receipt (EDI) Deadline is for ads submitted over The News & Observer's website at <http://ads.mcclatchy.com/raleigh.php> or via e-mail, or CD.
- Please refer to page 40, Digital Ad Delivery for more details.
- Front page ad deadline is 24 hours in advance of space deadline, etc.
 - For new advertisers placing their first ad, Final Space Deadline advances two hours.
 - For multiple pages, double trucks, shopping center pages, color ads, holiday or extensive layout work, all deadlines are advanced 24 hours.
 - No cancellations or ad size changes accepted after the Final Space Deadline without penalty. Any ad cancelled after Final Space Deadline is subject to a cancellation fee equal to 25% of the total charge of the ad.