



Outdoor Sports Advertising Rates

Effective February 27, 2006

Addendum to Retail Rate Card Number R-022706

Each Thursday, the Sports department of The News & Observer produces special coverage of hunting, fishing and other related outdoor activities. These rates are only available on the outdoor pages in the Sports section of Thursday's edition of The News & Observer. Minimum ad size at these rates is four (4) column inches. Color availability subject to press limitations. Deadline is 5 p.m. Monday prior to Thursday.

Frequency	Per Col. inch	Color per ad (1, 2 or full)
Open rate	\$30.43	\$781.00
13 out of 52 Thursdays	26.88	669.00
26 out of 52 Thursdays	23.44	556.00
52 consecutive Thursdays	20.14	444.00

Outdoor Sports Rates apply only to businesses that concentrate on the hunting, fishing or boating industries. This includes but is not limited to charter boats, boat dealers, marinas, gun shops, hunting, fishing and camping stores and manufacturers and distributors of equipment used in the sports of hunting, fishing or boating. Advertising from other businesses for which hunting, fishing or boating is an ancillary part of their business does not qualify for these rates unless the entire ad is devoted to hunting, fishing or boating.

Small Business Option — Additional advertising opportunities are available for small businesses that qualify under the Outdoor Sports category. A single ad size of 1.5 inches by 2 inches is available, all ad sizes are the same, and all ads are grouped under the *Outdoor Marketplace* banner.

Deadline is 5 p.m. Friday prior to Thursday publication.

Frequency	Cost
Open rate	\$68.64 per ad
13 times in 52 weeks	49.01 per ad
26 times in 52 weeks	42.08 per ad
52 consecutive weeks	29.49 per ad

Advertising published at these rates is subject to all terms and conditions of The News & Observer's current rate cards to the extent not inconsistent herewith.

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