

2008 N&O Public Service Advertising Guidelines

In the three years since we launched our PSA sponsorship program, The N&O has been proud to support dozens of community organizations and events in their efforts to make the Triangle a better place for us all to live. Over the course of any given year, we support cultural, social service, civic, health and environmental organizations. We give special attention to efforts to advance literacy in our community.

Our application and decision process remains largely unchanged for 2008, but we would like to emphasize a few key points:

- Please do not include requests for editorial coverage as part of your sponsorship proposal or application. We will be happy to direct you to the appropriate editors.
- Please note that we are unable to provide design resources for public service partners. You must be responsible for creating an ad that meets our printing specifications and sending it to us.
- Please note that, in most cases, our support is limited to one event per organization per year.

All public service advertising sponsorships are at the discretion of the Vice President / Marketing, and the President and Publisher. The News & Observer also offers a charity advertising rate to local civic clubs and nonprofit community service and arts organizations. In some cases, we may provide in-kind support of your ad buy.

Who is eligible for PSA support?

Nonprofit organizations must have 501 (c) (3) status as designated by the Internal Revenue Code, send proof with their application and be registered with the state of North Carolina.

The organization's funding and services must primarily benefit residents of the Triangle. Programs will also be considered that serve people within our broader circulation in Eastern North Carolina. Events that are free to the public will receive special consideration. *Advertising sponsorship is not offered to individuals for any reason.*

The following are not eligible for public service advertising:

- Sponsor solicitations or thank yous.
- Retail businesses doing fundraisers by discounts or sales.
- Specific churches, synagogues, mosques or other houses of worship.
- Individuals, school organizations or youth sports teams seeking assistance for uniforms, equipment, trips or other programs.
- Political organizations.
- Projects in which competing print publications or websites are involved, unless specific permission is granted.

How our program works

We support nonprofits with advertising space in full-run sections of The N&O. Our program does not include our network of community newspapers, products such as Front Page Ad Notes or inserts.

Sponsorship ads are published on a space-available basis; they can run in any section of The N&O on any day. We will attempt to honor your placement requests, but we cannot promise specific days or sections, as our space is limited.

All sponsorship ads are black and white and must include the N&O logo, according to our guidelines.

If we accept your request, you will receive an email with details about the size of your ad and when it will be published.

How to apply

- Complete and return the one-page application in this package
- Fax, mail or email it to us, along with proof of your nonprofit status (if you sent such proof in 2007, please indicate that on your application).

2008 deadlines

Publication dates

January-March 2008
April-June 2008
July-September
October-December

Applications due

December 1
March 1
June 1
September 1

ADVERTISING GUIDELINES FOR PUBLIC SERVICE PARTNERS

Sponsorship advertising is published on a space-available basis. For that reason, we are unable to tell you specific days or sections in which your ads will run. Your commitment letter includes the time frame in which your ads will be published, as well as the minimum number of times it will appear. We are **unable to provide tearsheets to our partners.** You will need to watch the paper to track your ads and pull tearsheets. At the conclusion of our commitment we will provide a summary of the ads we ran and their value.

To include television or radio partners in your ads that appear in The News & Observer, newsobserver.com or triangle.com, the radio and/or television station must also recognize The News & Observer in its public service announcements for your event or project. **The N&O must be recognized in the same way as all other sponsors on television and radio PSAs.** If sponsors are mentioned verbally, please make sure The News & Observer is included. If sponsors are recognized with their logos appearing on the screen, please make sure they have our “Knowing is better” logo, which we will be happy to provide upon request. Please advise your other media sponsors of this agreement.

- **All public service ads prepared to run in the newspaper must be black and white.**
- **All ads must include telephone numbers to call for more information** regarding your event or project.
- Please note that we can only honor our commitment to you if the final ad is sent to us by the date stated on your commitment letter and you have followed our guidelines.

Requesting coverage

Sometimes organizations assume that a sponsorship commitment from The N&O means automatic coverage by our news or features department. However, Marketing, Advertising and News operate independently; that maintains the integrity of our news coverage and allows us to do what is best from a public service and marketing perspective.

If you are seeking coverage or listings for your event or project, you will need to send materials and contact the appropriate department and editor.

Our weekly What’s Up section provides free listings for performances, lectures, festivals and other such events. The section publishes each Friday; deadline to submit information is noon on the previous Friday.

Arts & Entertainment is published on Sundays and includes listings that highlight selected performances and exhibits. Submission deadline is noon Friday of the previous week.

Information must be received in writing.

Fax: (919) 829-4647

Email: listings@newsobserver.com

Mail: Listings, The News & Observer, 215 S. McDowell St., Raleigh, NC 27601.

We also invite you to visit share.triangle.com, where you may post news of your organization and submit details of your events to our online calendars. This is free and open to the community.

Logo requirements

The News & Observer’s “Knowing is better” logo must appear no smaller than 1.25 inches wide — as shown here — in all public-service ads or we cannot publish the ad. All related print materials must include The N&O “Knowing is better” logo and meet our size and usage guidelines. Please do not change the aspect ratio of the logo or substitute any older versions. Please contact us for a reversed or grayscale version.

Application details

Although we are happy to speak with you about your event or project, **all sponsorship requests must be made in writing.** Organizations must prioritize ONE project per year for which they would like our support. We prefer that the request be submitted by the group’s Executive Director (or President, CEO, etc.) to ensure that it is the organization’s main priority for the year.

- **A brief description of the organization, its mission and its current activities. (for first-time applicants only)**
- **An explanation of the program(s) that will benefit from the advertising support.**
- **Other sponsors committed to the project.**
- **Sponsor benefits, including but not limited to: signage, complimentary table and/or tickets, event program ad, on-site booth, broadcast media/outdoor billboard/website recognition.**
- **Proof of 501(c)(3) status.**

Questions?

VP, Marketing: Felicia Gressette 836-2870
felicia.gressette@newsobserver.com

Sponsorship Administration: Cindy Hinkle 829-4844
cindy.hinkle@newsobserver.com

Please note that submitting a sponsorship request does not guarantee that The News & Observer will be able to help with your project. We will notify you by email of our ability to fulfill your request.



2008 sponsorship application

newsobserver.com



Nonprofit agency* _____

**Organization must have 501 (c) (3) status and send proof with this request. If we approved you last year, no additional documentation is required.*

Mailing address _____ City _____ ZIP _____

Organization phone, with area code: _____ Fax: _____

Event/project for which you are seeking support: _____

Date of event _____ Location _____

Purpose _____

Request submitted by ** _____

***This person has primary responsibility for meeting News & Observer guidelines and fulfilling sponsorship details.*

Phone: _____ Fax: _____

Email: _____

Ad design contact, if different from requestor _____

Phone: _____ Fax: _____

Email: _____

We would like the ad(s) to run during the following time frame (e.g. June 1-24, 2008). Please note that we must have a minimum two-week window in which to run the sponsorship ads.

Our advertising budget for this event/project is \$ _____ We plan to purchase advertising with the following media (include specific TV, radio, print, outdoor, online, including The N&O if applicable) _____

Please attach any additional information about the project as well as sponsorship benefits you will be able to offer The N&O.

Fax or mail request (no duplicate copies, please) to:

Fax: (919) 836-2802

Phone: (919) 829-4844

Sponsorship Application

Marketing Department

The News & Observer

215 S. McDowell St.

Raleigh, NC 27601

Sponsorship requests are considered three months at a time. Requests for publication are due as follows:

January-March December 1

April-June March 1

July- September June 1

October-December September 1

Please note:

- Submitting this application does not guarantee The N&O will be able to assist with your event or project. When we have evaluated requests for the quarter, we will contact you by email with the results.
- The N&O must be the **exclusive print and online sponsor**. Competing entities may not be included in print ads.
- Broadcast media event sponsors recognized in print ads **must recognize The New & Observer** in on-air promotional spots.
- The N&O must be recognized as an event or project sponsor on **all printed materials** related to the initiative. If you are approaching a print deadline and have not received a response to your application, please call (919) 829-4844 to inform us of your time constraints.

**questions: felicia.gressette@newsobserver.com or 836-2870
cindy.hinkle@newsobserver.com or 829-4844**