

## ask the expert

- Readers ask questions, The Expert provides the answers!
- Unique way to engage with active, interested, LOCAL consumers.
- Excellent branding opportunity.
- The Expert retains their exclusive position for a year.



### spotlight

- The Expert Spotlight with advertiser's logo will rotate through the site's right rail
- User clicks Spotlight to see advertiser's logo & picture on the Ask the Expert index page.



### index

- The Expert Index will "live" at ask.triangle.com
- The Index will allow for a picture and tagline, in addition to advertiser logo.



### your expert page includes:

- Company logo
- Contact Info
- Link to web site
- Mission/marketing statement
- Picture (optional)
- All questions and answers
- Link to request more info — FANTASTIC lead generator!

### newsobserver.com readers:

- 53% of our online readers have a bachelor's degree or higher.
- 77% of our online readers own their own home.
- 62% of our online readers have a household income of \$50,000 or more.
- 64% of our online readers have made 5+ online purchases in the past year.

(Media Audit - Raleigh-Durham. February-March 2008)

# ask the expert



## ask.triangle.com

### ask the expert

Endless categories, with LOCAL experts!

- |                       |                   |
|-----------------------|-------------------|
| Allergies & Asthma    | Insurance         |
| Auto Maintenance      | Interior Design   |
| Career Coaching       | Landscaping       |
| College Prep          | Mortgage          |
| Cosmetic Surgery      | Movers            |
| Financial Planning    | No-Fear Dentistry |
| Fitness               | Plumbing          |
| Furniture Refinishing | Real Estate       |
| Green Living          | Remodeling        |
| Health                | Tax Preparation   |
| Heating & Cooling     | Technology        |
| Home Organization     | Travel            |
| Home Security         | Weddings          |

*To name a few, What's YOUR area of expertise?*

For more details,  
please contact your Sales Representative OR  
Michelle Aldrich at 919-836-5905  
[michelle.aldrich@newsobserver.com](mailto:michelle.aldrich@newsobserver.com)



## specialist package includes:

- Expert Spotlight with advertiser logo will rotate through our network of web sites.
- Advertiser logo, picture & tagline on Ask the Expert Index page.
- Expert page with opt-in link for leads.



ask.triangle.com

### • INTRODUCTORY SPECIAL •

\$450 per month/12 months  
 \$500 per month/6 months  
 \$500/\$550 per month after August 29



## advertiser commitment

Advertiser or a member of their team, will be responsible for answering questions submitted by readers in a relevant and timely fashion.

You only need an e-mail account and internet access!



## authority package includes:

- Expert Spotlight with advertiser logo will rotate through our network of web sites.
- ENHANCED listing on Ask the Expert Index page.
- Expert page with opt-in link for leads.
- FIXED center-rail position on select pages, as available.
- Left badge ad to promote your business with 30K impressions per month. Ad clicks thru to your company website.

### • INTRODUCTORY SPECIAL •

\$900 per month/12 months  
 \$1,000 per month/6 months  
 \$1,000/\$1,100 per month after August 29



## current authority pages:

- |  |  |   |   |   |   |
|--|--|---|---|---|---|
| <b>NEWS</b>  | <b>BUSINESS</b>  | <b>LIFESTYLES</b>   | <b>TRIANGLE</b>   | <b>SPORTS</b>   | <b>BLOGS</b>  |
| <ul style="list-style-type: none"> <li>• Crime &amp; Safety</li> <li>• Education</li> <li>• Health &amp; Science</li> <li>• Weather</li> </ul> | <ul style="list-style-type: none"> <li>• Personal Finance</li> <li>• Technology</li> <li>• Commercial Real Estate</li> </ul> | <ul style="list-style-type: none"> <li>• Food &amp; Fitness</li> <li>• Home &amp; Garden</li> <li>• Travel</li> <li>• Family &amp; Community</li> </ul> | <ul style="list-style-type: none"> <li>• Weddings</li> <li>• Reader Photo Gallery</li> <li>• Automotive □ Real Estate</li> <li>• Help Wanted</li> </ul> | <ul style="list-style-type: none"> <li>• Outdoors</li> <li>• High School</li> <li>• Golf</li> </ul> | <ul style="list-style-type: none"> <li>• Sue Stock</li> <li>• Joe Miller</li> </ul> |