

Site See...

2009-2010

Featured Travel Website Insert

Site See...

visit these great websites today!
Featured Travel Website

OLD SALEM Museums & Gardens

Our four museums - the Historic Town of Salem, the Museum of Early Southern Decorative Arts (MESDA), the Old Salem Children's Museum

and the Old Salem Toy Museum - engage visitors in an educational and memorable historical experience about those who lived and worked in the early South.

Call 336.721.7350
or visit our website at

www.oldsalem.org

OLD SALEM Museums & Gardens



Experience life in the early American South with a trip to Old Salem Museums & Gardens in Winston-Salem. See historic buildings and unique collections of antique toys and Southern furniture.

www.oldsalem.org

COURTYARD CAROLINA BEACH



Stay at Marriott Courtyard Carolina Beach and enjoy an oceanfront room, private balcony and tropical beachfront pool for a very Caribbean feeling but only minutes from Wilmington. 800.321.2211

www.courtyardcarolinabeach.com

SUN REALTY



Sun Realty offers the largest selection and variety of vacation rentals on the Outer Banks! 1-14 bedrooms, oceanfront, pools, pet-friendly. Reserve on-line or call today! 888.853.7757

www.SunRealtyNC.com

CAPTAIN STACY



NC's finest charter & head boat booking service offering the best of sport and bottom fishing. Full, half day and 24 hour trips. Specializing in sport and bottom fishing 800.533.9417

www.captstacy.com

BOONE, NC



Soul Of The High Country Boone is the Heart of the High Country, but when you want to discover the soul, travel the Back Roads. Directions and a free, downloadable CD are online at

www.HighCountryBackRoads.com



BLOWING ROCK



GO WHERE THE WIND TAKES YOU. Experience Blowing Rock, a mountain village featuring upscale shops, fine dining, family attractions, hiking, the Blue Ridge Parkway and a range of accommodations.

www.blowingrock.com

PRUDENTIAL SUN-SURF REALTY



Enjoy Beautiful Weather and Great Fishing at "Fall" rates in Emerald Isle! Free Vacation Guide 888-216-1021. Stay 4 nights for the price of 3 or 3 for 2 in select properties - View additional specials

www.SunSurfRealty.com

ELLIOTT REALTY



Let us help you find your place in the sun! Elliott Beach Rentals has been making family vacations in North Myrtle Beach memorable since 1959. Call 866.878.2797 or visit our website at

www.northmyrtlebeachtravel.com

SURF OR SOUND REALTY



Savor Hatteras Island's slower pace and protected seashore. Preview our 470 premier homes - oceanfront to soundfront on our full service website. Pools, wireless internet, spas, linens. 1-800-237-1138

www.surforsound.com/sse/

ROANOKE ISLAND FESTIVAL PARK



Life for the first English colonists was no walk in the park. Yours will be. Board Elizabeth II and explore the Settlement Site, Manteo, NC. Open daily. 252.475.1500

www.roanokeisland.com

NC ZOO



WALK FROM AFRICA TO THE ARCTIC No need to pack. Comfortable shoes are all you need. Explore two continents featuring thousands of wild animals and exotic plants. Adventure awaits.

www.nczoo.org

Spread the word about your travel destination's website with guaranteed delivery to 50,000 homes plus links from one of the Triangle's leading news sites. The News & Observer's monthly Site See insert adds the strength of The N&O to your marketing strategy with your full-color ad, Web address and editorial copy about your site, plus continual, interactive online presence. Call today to make sure you're a part of this smart travelers' reference tool.

- Four 8.5" x 11" full color pages, inserted the third Wednesday of each month in 50,000 copies of The N&O (ZIP code-based distribution zones rotated monthly).
- Online ad with active links runs continuously for one month (estimated 4,700 impressions monthly*).
- 48 advertising blocks available; multiple-block purchases welcomed and encouraged.
- Each advertiser featured at top of page once during year. (multiple-block advertisers featured more frequently based on number of purchases.)
- Contracts good for 12 consecutive months (beginning March 2009).
- Cost of \$188.38 per block includes creative work, printing, insertion, distribution and online component.
- Print ad and online ad can be changed quarterly at no extra charge.

For more information about advertising on this valuable advertising feature contact Chad Casey at 919-836-5620 or chad.casey@newsobserver.com or your N&O Account Executive: Raleigh: 919-836-5600, 800-736-2602, Cary: 919-460-2600, Chapel Hill: 919-932-2000, Durham: 919-956-2450, Eastern Wake County: 919-269-6101, Smithfield: 919-934-2176
Visit <http://advertising.newsobserver.com> for more information on N&O products.

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N&O
knowing is better

Site See...

Featured Travel Website Insert

Schedule 2009-2010

Listed below are important deadlines that must be followed in order to ensure timely and accurate changes. Please note that copy can be changed for any month, however, only 4 times a year or once a quarter.

The production specifications for featured advertisers are:

- 60 words of copy (no headline)
- phone number
- website
- 4" x 4" color photo
- 300 dpi

The production specifications for regular advertisers are:

- 30 words of copy (no headline)
- phone number
- website
- 1.80" x 1" color photo
- 300 dpi

Please send ad materials to Joy Ratzman at:
joy.ratzman@newsobserver.com
or call 919-836-5983.

The Site See participants receive 4,700 big box banner ad impressions in the Lifestyles section on newsobserver.com. That breaks down to their ad showing up over 100 times every day, midnight to midnight. Changes to an online ad can occur once a quarter.

The production specifications for the N&O online 'box' ad are:

- size: 300 x 250 pixels (4.167" x 3.472")
- 72 dpi
- color mode: rgb
- file type: .gif or .jpg
- maximum file size: 40K

Please send completed ads to Joy Ratzman at:
joy.ratzman@newsobserver.com.

PUB DATE	SPACE/PROOF
Wed. March 11	Wed. February 25
Wed. April 8	Wed. March 25
Wed. May 20	Wed. May 6
Wed. June 17	Wed. June 3
Wed. July 15	Wed. July 1
Wed. August 19	Wed. August 5
Wed. September 16	Wed. September 2
Wed. October 14	Wed. September 30
Wed. November 18	Wed. November 4
Wed. December 16	Tues. December 2
Wed. January 20	Fri. January 6
Wed. February 10	Wed. January 27