

NONSUBSCRIBERS
REACHED

AT MINIMAL
RATES



JACKET ADS

The Charlotte Observer
Direct

A DIVISION OF THE CHARLOTTE OBSERVER

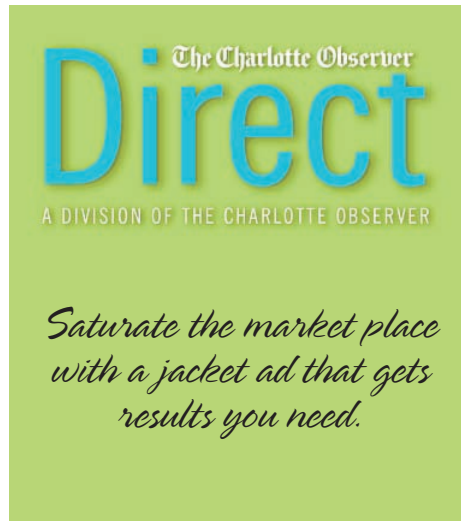
Incredibly low rates.

For \$12 per thousand (A/52 rate below), you can own the front of the jacket that holds Wednesday inserts. And the cost for an ad twice the size on the Sunday jacket is a \$25 per thousand.

Massive audience.

Market your mass-appeal products and services to huge audiences:

- **Wednesdays:** 424,000-plus homes
- **Sundays:** 115,000-plus homes



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*Saturate the market place
with a jacket ad that gets
results you need.*

Durable for your ad.

A jacket is made of heavy, durable paper, folded to hold advertising inserts. The Wednesday jacket is a four-page tabloid with ad positions throughout. Sunday's jacket is a full-sized page with ad positions on the front and back.

Select your frequency.

Buy up to 52 times yearly for Wednesdays or Sundays, or both.

ZIP/SUB-ZIP	WEDNESDAY	SUNDAY	ZIP/SUB-ZIP	WEDNESDAY	SUNDAY	ZIP/SUB-ZIP	WEDNESDAY	SUNDAY
28025	Yes	0	28166	Yes	No	28216	Yes	Yes
28027	Yes	No	28173	Yes	No	28217	Yes	Yes
28031	Yes	Yes	28202	Yes	No	28226	Yes	Yes
28036	Yes	Yes	28203	Yes	Yes	28227	Yes	Yes
28037	Yes	No						
			28204	Yes	No	28262	Yes	Yes
28075	Yes	No	28205	Yes	Yes	28269	Yes	Yes
28078	Yes	Yes	28206	Yes	Yes	28270	Yes	Yes
28079	Yes	Yes	28207	Yes	No	28273	Yes	Yes
28104	Yes	Yes						
			28208	Yes	Yes	28277	Yes	Yes
28105	Yes	Yes	28209	Yes	Yes	28278	Yes	Yes
28110	Yes	No	28210	Yes	Yes	28625	No	No
28112	Yes	No	28211	Yes	Yes	28673	Yes	No
28115	Yes	No						
			28212	Yes	Yes	28682	Yes	No
28117	Yes	No	28213	Yes	Yes	29707	Yes	No
28125	Yes	No	28214	Yes	Yes	29708	Yes	No
28134	Yes	Yes	28215	Yes	Yes	29715	Yes	No
28144	No	No						

For the number of subscriber or nonsubscriber deliveries in ZIPs or sub-ZIPs you wish to cover, call 704.358.5305.

SIZES AND COLOR AVAILABILITY	DEADLINE	SPECIFICATIONS
<p><i>Width x depth</i></p> <p>Wednesdays: Front cover9.375 x 8.7 inches Page 2, 3 or 49.375 x 11.5 inches Ear2.673 x 2.673 inches Double truck19.9 x 11.5 inches <i>Color available at any position</i></p> <p>Sundays: Front12 x 22.5 inches Back12 x 22.5 inches <i>Color available on front only.</i></p>	<p>Ads we design: 19 days before run date</p>	<p>Color. When ordering full color, please supply in CMYK.</p> <p>Line screen. 85 line screen.</p> <p>Photo resolution. 170 dpi. If scanned higher, we may need original photo and additional charges may incur.</p>

Map A

Spread your message.
When you want widest exposure:
Charlotte Observer circulation.

Target precisely.
Go deep with ZIPs and sub-ZIPs.

- Sunday only reach to nonsubscribers
- Sunday and Wednesday reach to nonsubscribers
-



COST PER THOUSAND: Observer Values jacket (Wed)

	Open Rate	D Rate	C/14 Rate	B/21 Rate	A/52 Rate
Front page	\$17.00	\$15.00	\$14.00	\$13.00	\$12.00
Inside page	\$8.80	\$7.76	\$7.25	\$6.73	\$6.21
Back page	\$15.30	\$13.50	\$12.60	\$11.70	\$10.80
Front ear	\$1.70	\$1.70	\$1.70	\$1.70	\$1.70
Back ear	\$1.55	\$1.55	\$1.55	\$1.55	\$1.55
		<i>Must have D-level Observer contract.</i>	<i>Must have C-level Observer contract, or place a minimum 14-time order for a jacket ad.</i>	<i>Must have B-level Observer contract, or place a minimum 21-time order for a jacket ad.</i>	<i>Must have A-level Observer contract, or place a minimum 52-time order for a jacket ad.</i>

COST PER THOUSAND: SMC jacket (Sun)

Full Page: Front or back: \$25 per thousand

1/2 Page: Front or back: \$14 per thousand

Get great results at the best prices.

Observer Values

BRAKE SERVICE **OIL CHANGE**

\$79.90 **\$14.90**

To Advertise in the Observer Values call (704)358-5305

THE BEST SLEEP YOU CAN BUY AT THE LOWEST PRICES!

WHY BUY A NAME YOU CAN SLEEP ON THE REAL PRICES FOR LESS!

CAROLINA KING CNC \$99	CAROLINA QUEEN CNC \$119	CAROLINA FULL CNC \$149	QUEEN PROTECTOR CNC \$179	KING PROTECTOR CNC \$199
SUPERIOR BEAUTIFUL CNC \$699	DELUXE BEAUTIFUL CNC \$799	DELUXE BEAUTIFUL CNC \$899	DELUXE BEAUTIFUL CNC \$999	DELUXE BEAUTIFUL CNC \$1499

Factory Mattress

1153 E. Independence 704-535-8283 Rock Hill 803-324-2556 Mooresville 704-665-2900
 5790 South Boulevard 284-127-4426 Hickory 704-321-5100 Huntersville 704-292-2236
 Fayetteville 704-784-542-4211 Salisbury 704-338-1089 Gastonia 704-895-5370

Tired of your cable company?
Tired of DSL?
Try Clearwire! First Month Free!

The Clearwire high-speed holiday hook-up

1st month FREE, next 2 months \$14.99/mo

1st month FREE

plus get a Visa \$75 Webcertificate

'Tis the season to get connected.

Connect quicker with premium, one of our Fastest high-speed internet plans. Act now and we will hook you up with your first month free and the next 2 months for \$14.99 and with a two year agreement.

Or add Clearwire internet phone service to your existing plan for an extra \$29.99 per month for the first twelve months*

Clearwire features you'll love:

- Simple - sets up in minutes, plug in and surf
- Fast - high-speed connections for quick downloads
- Portable - take it anywhere in our coverage area
- No installation agreement, software, or phone line required

Authorized Representative of **clearwire** wireless broadband

Call your local sales representative or visit one of our retail locations to connect today

(704) 447-7222 or (704) 447-7220

Protect Your Home with Clean Air Ducts

Breathe Easy Today

DO YOU HAVE...

- Asthma
- Allergies
- Coughing
- Sinus Congestion
- Headaches
- Dry Throat
- Sneezing
- Eye Irritation

ONE WEEK ONLY SPECIAL ONLY \$79.95

Other Expires 2/19/08

Includes 10 Vents and 1 Return - Additional Vents and Returns Priced Separately.

WE ALSO OFFER...

- A/C COIL AND BLOWER MOTOR CLEANING
- SAUNTING AND MOLD REMOVAL
- DRYER VENT CLEANING

A certified technician will provide you a complete written estimate of any additional work that needs to be done.

CARPETS STEAMED CLEANED

ANY SIZE ROOM \$10.95

5 ROOMS PLUS A FREE HALL \$54.95

Other Expires 2/19/08

Call Today **704-593-2054 • 877-580-7873** (Clean Today)

PURE KLEEN RESTORATION

Mon - Sat 9am-6pm

Replacement Window Sale!

Keep Heat In and Crime Out

Replacement Windows for your home for as little as \$88 per month*

3 Year price guarantee to save 88% on heating and cooling bills

The most secure window on the market

Buy from a company that has been in business since 1981

Presidential of national recognition

Delivery of program plans to fit your budget

Play nothing until the job is done and you are completely satisfied

A company you can trust

New year special - one window for your home with Dixie HomeCrafters

Dixie HomeCrafters Super Window™

New Year Early Bird Special—CALL NOW & SAVE 25% on Windows for Your Home

Plan the Payments & Be Delivered for a Full Year for Guaranteed Return

Call our Local North Carolina Offices for a Free Window Inspection

704-869-0454 • 1-877-837-1700

Call us today for a free window inspection. Offer expires 2/19/08. *See restrictions. Not available in your area.

www.DixieHomeCrafters.com

THE SELL ENERGY STAR

US Department of Energy and EPA—ENERGY STAR

Member of the National Association of Home Builders (NAHB)

Request rates and details:
704.358.5305
 dhaimer@charlotteobserver.com