



GUARANTEED  
**VISIBILITY**

INTENSE  
**IMPACT**

OBSERVER NOTES

The Charlotte Observer  
**Direct**

A DIVISION OF THE CHARLOTTE OBSERVER

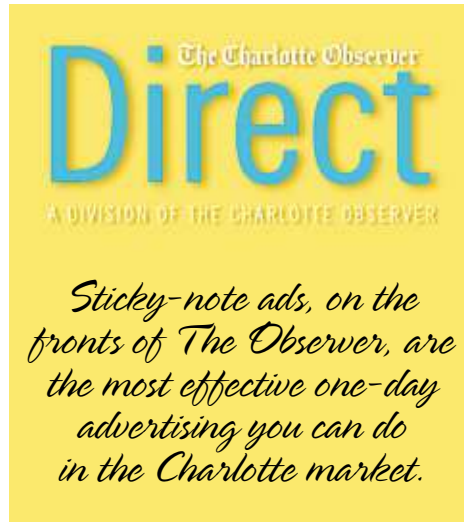
## Exposure and impact

Get the widest reach by placing your note on The Charlotte Observer's front page. Or target your reach by choosing the Living section, or your choice of regional sections.

## Quality audience

Annual household income for Charlotte Observer readers is \$12,200 higher than the market's average.\*

\*Scarborough Research, 2007.



## Pick and choose

Select any of the Charlotte Observer's 11 distribution zones, or all copies of The Observer on the day your Observer note runs.

Know what you're getting — start to finish.

With ObserverDirect, you know the reach and dollar figures before you sign.

COST PER THOUSAND: Standard Observer Notes					
Minimums	Open Rate	Rate D	Rate C	Rate B	Rate A
15,000	\$99.00	\$88.00	\$80.00	\$73.00	\$70.00
50,000	\$90.00	\$80.00	\$73.00	\$66.00	\$63.00
100,000	\$79.00	\$70.00	\$64.00	\$58.00	\$56.00
200,000	\$74.00	\$65.00	\$59.00	\$54.00	\$52.00
Rates are for full color notes of standard size and shape.		Requires a D-Level contract	Requires a C-Level contract	Requires at least 12-times. Also must qualify for B Level or better.	Requires an A-Level contract

ADDITIONAL COST PER THOUSAND: Impact features					
Special shape or coupon	\$7.00	\$8.00	\$9.00	\$10.00	\$11.00
Metallic paper	\$15.00	\$16.00	\$17.00	\$18.00	\$20.00
Scratch-off	\$13.00	\$14.00	\$15.00	\$16.00	\$18.00

### SIZE

**Standard square:** 2 3/8 x 3 inches square with 1/8-inch bleed  
**Die-cut squares:** width and depth no more than 3 inches, with 1/8-inch bleed.

### DEADLINE

19 days before run date

### SPECIFICATIONS

**Color.** All notes printed four-color process on glossy paper, unless you order metallic paper. If you send a disk, please supply in four colors, not three.

**Line screen.** 133 line screen

**Photo resolution.** 300 dpi

