

TARGETED  
INSERTS

TURNKEY  
SAVINGS



INSERTS

The Charlotte Observer  
**Direct**

A DIVISION OF THE CHARLOTTE OBSERVER

## Choose your audience.

Select areas as compact as ZIPs and sub-ZIPs.

## Guaranteed delivery.

We'll distribute your message to your choice of Observer subscribers, nonsubscribers, or both.

The Charlotte Observer  
**Direct**  
A DIVISION OF THE CHARLOTTE OBSERVER  
*Reach your audience  
with an advertising insert  
that gets results.*

## Designed to meet goals.

Special offer? Grand opening? Seasonal special? Inventory close-out? Image builder? We can design for you.

Reach ZIPs or sub-ZIPs for results.



INSERTS: THE CHARLOTTE OBSERVER						
Cost per thousand for design, printing and delivery*	8.5 x 5.5		8.5 x 11		10 x 12	11 x 17
	1-sided	2-sided	1-sided	2-sided	2-sided	2-sided
10,000-19,999	\$75.40	\$83.95	\$96.65	\$113.75	30,000 minimum	\$186.20
20,000-29,999	\$71.35	\$78.35	\$88.20	\$101.65		\$171.80
30,000-49,999	\$67.05	\$71.75	\$79.90	\$89.30	\$150.50	\$158.50
50,000-99,999	\$65.05	\$68.70	\$76.00	\$83.30	\$129.50	\$152.45
100,000-499,999	\$64.15	\$67.25	\$64.15	\$80.40	\$114.75	\$149.60
500,000-749,999	\$63.70	\$66.55	\$73.25	\$79.00	\$103.25	\$148.20
750,000 and more	\$63.10	\$66.20	\$72.85	\$78.60	\$103.25	\$147.70

\*Prices are for full delivery within ZIP codes or larger areas. For sub-ZIP delivery, add \$6 per thousand.

OBSERVER: Tues, Wed, Fri and Sun

INSERTS: THE CHARLOTTE OBSERVER + NONSUBSCRIBER COMBO						
Cost per thousand for design, printing and delivery*	8.5 x 5.5		8.5 x 11		10 x 12	11 x 17
	1-sided	2-sided	1-sided	2-sided	2-sided	2-sided
10,000-19,999	\$42.00	\$52.50	\$54.60	\$65.10	30,000 minimum	\$92.40
20,000-29,999	\$37.80	\$48.30	\$49.35	\$59.85		\$88.20
30,000-49,999	\$35.70	\$46.20	\$43.05	\$53.55	\$92.50	\$82.95
50,000-99,999	\$28.35	\$38.85	\$35.70	\$46.20	\$72.50	\$68.25
100,000-499,999	\$25.20	\$35.70	\$31.50	\$42.00	\$57.50	\$59.85
500,000-749,999	\$24.15	\$34.65	\$29.40	\$39.90	\$52.50	\$54.05
750,000 and more	\$23.10	\$33.60	\$27.30	\$37.80	\$48.75	\$51.75

\*Prices are for full delivery within ZIP codes or larger areas. For sub-ZIP delivery, add \$8 per thousand.

OBSERVER: Tues, Wed, Fri and Sun ■ NONSUBSCRIBERS: Wed and/or Sun

### DEADLINE

19 days before run date

### SPECIFICATIONS

**Color.** All inserts are printed full color. When sending electronic files, please supply in CMYK.

**Coupons.** If having more than one coupon printed, be sure to position carefully so that none back up to another. Inserts are printed full color. When sending electronic files, please supply in CMYK.

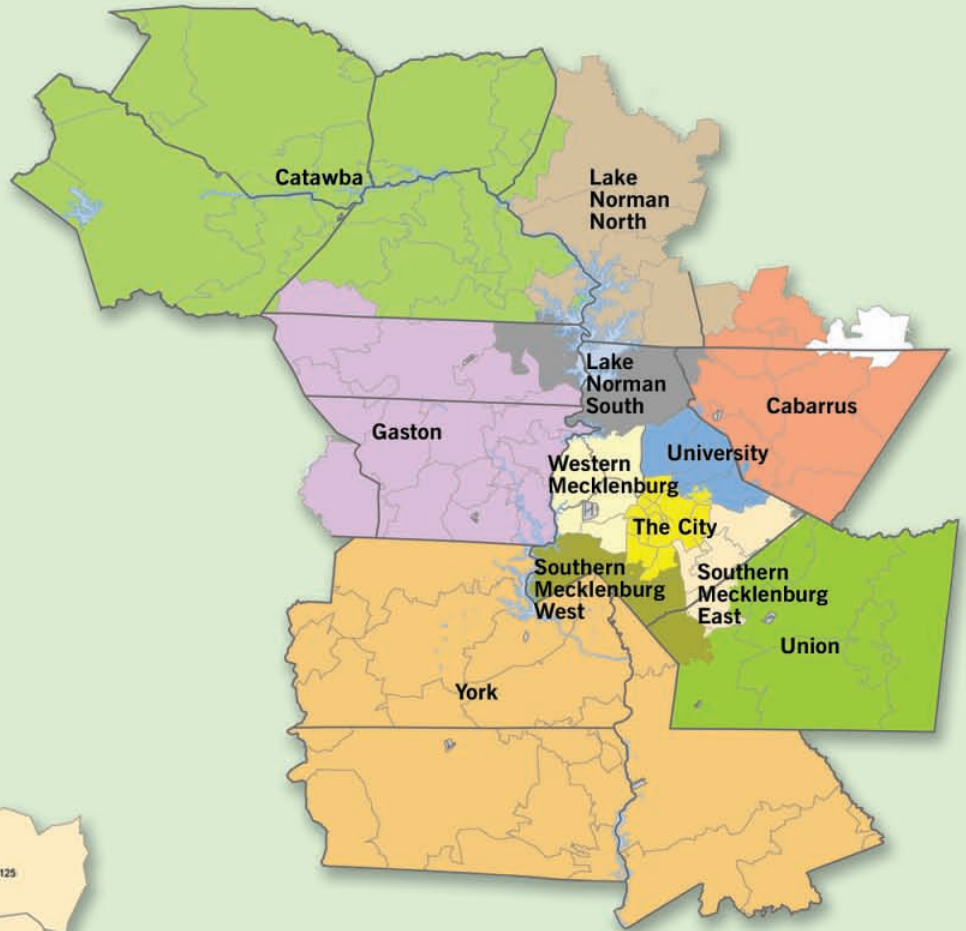
**Line screen.** 133 line screen.

**Photo resolution.** 300 dpi.

# Map A




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

Choose your region.  
Take your pick of Charlotte  
Observer zones.



# Map B

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

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

## Sizes:

### 8.5 x 5.5

Quick, easy and priced low to get a great return on advertising dollars without giving up the effectiveness of a free-standing insert. Full color, one- or two-sided, and printed on 80-pound gloss text.

### 8.5 x 11

Make a bold statement. High quality coated printing is perfect for capturing the quality of any product you want to sell. Full color, one- or two-sided, and printed on 80-pound gloss stock.

### 10 x 12

Go ahead and show off! You get excellent photo reproduction on a coated, oversized motivator. Plenty of space to highlight merchandise or services. Full color, two-sided and printed on 80-pound gloss text.

### 11 x 17

This four-page magazine-quality showpiece, folded in half, invites you to create a mini catalog with acres of space for product descriptions ... or just to tell customers why your business is unique. Full color, coated, flexi tab on glossy stock.

Request rates and details:

# 704.358.5305

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