

RALEIGH, NC

Raleigh is located in Wake County 25 miles southeast of Durham in an area known as "Research Triangle Park". Rich in history and cultural sophistication Raleigh is especially proud of its unique 19th century neighborhood, numerous museums and galleries, trendy restaurants, coffeehouses and brewpubs, along with an impressive array of specialty boutiques and antique shops.

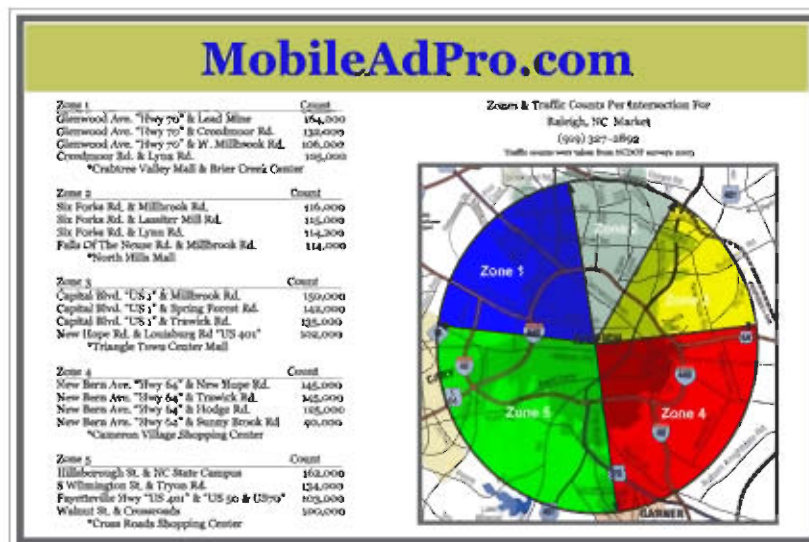
KEY STATS

City Population:	276,093
County Population:	627,846
Metro Population:	1,187,941
Median Household Income:	\$46,612

Raleigh CPM Averages:

Average Intersection Traffic Count:
Multiplied by 20 out of 28 days on the road:
Divided by average card rate of \$2,500:

124,910 (Average Daily Exposures)
2,498,200 (Average Monthly Exposures)
\$1.00 (Average CPM)



Raleigh