

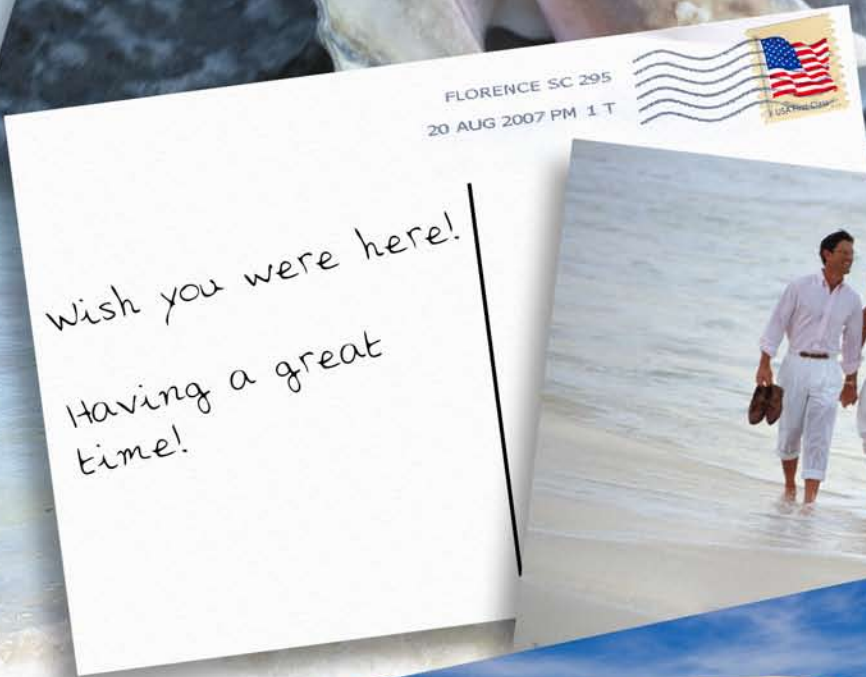


# national

## ADVERTISING RATES

Effective October 1, 2007

[www.MyrtleBeachOnline.com](http://www.MyrtleBeachOnline.com)



# DELIVERING A **LARGER** AUDIENCE THROUGH PRINT AND NEW MEDIA

86% Market Reach with The Sun News and MyrtleBeachOnline.com

## The Sun News Print and New Media Add Value for Advertisers

Universal coverage, utility and the power of print and new media are the driving forces behind newspapers and that's why they add value for advertisers. These compelling facts underscore the strength of The Sun News:

- 51% of consumers read on an average weekday
- 58% of consumers read on an average Sunday
- 78% of consumers read at least one issue in 7 days

MyrtleBeachOnline.com combines the power of The Sun News in print with online targeting, and is the area's premier website for news and entertainment content, advertising opportunities and more, 24/7.

- 5.3 million average monthly pageviews
- 464,000 average monthly unique visitors
- 86% market reach with The Sun News and MyrtleBeachOnline.com

## Newspaper Readers are Engaged with Advertising

In a fragmented media marketplace, newspaper advertising media has never been stronger in its ability to reach and engage consumers.

- 78% used newspaper inserts to plan their shopping
- 76% use newspaper advertising to help them save money

## Shoppers Rely Most on The Sun News for Advertising Information

Myrtle Beach area consumers choose The Sun News over all other media when it comes to their most important source for shopping information.

- |                     |     |
|---------------------|-----|
| • The Sun News      | 58% |
| • Internet          | 13% |
| • Television        | 10% |
| • Yellow Pages      | 9%  |
| • Weeklies/Shoppers | 5%  |
| • Radio             | 2%  |

Sources: 2007 NAA, 2005 CM&B Market Study, 2007 Claritas, Myrtle Beach Area Chamber of Commerce, Omniture 2007, Center for Economic Forecasting

## A Dynamic Market, Fueled by Tourism and Population Growth

The Myrtle Beach area continues to outpace national and regional population and household growth, fueling retail expansion and employment growth. Tourism and real estate are the key drivers of the area's economic health.

### Horry County

- 2007 population estimate: 237,612
- 2012 population projection: 267,916
- Avg. annual % pop. growth: 2.6%

### Average % Annual HH Growth

- Horry County: 2.9%
- South Carolina: 1.3%
- The U.S.: 1.0%

### Tourism

- Estimated annual # visitors: 13 million
- Avg. visitor spending, per day: \$102

### Retail Sales, Horry County

- 2006 estimate: \$9.2 billion
- 2007 projected growth: 9%

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**General, Classified and Real Estate Advertising rate cards are also available.**

**All rate cards can be accessed at [www.MyrtleBeachOnline.com](http://www.MyrtleBeachOnline.com)**

# national advertising rates

Effective October 1, 2007

## 1 Personnel

President & Publisher.....	<b>Pamela J. Browning</b>
Advertising Director.....	<b>Bill Gaier</b>
Retail Advertising Manager.....	<b>Natalie Burrowes Pruitt</b>
Advertising Business Manager.....	<b>Leslie Infield</b>
Retail Sales Manager - Grocery/TMC.....	<b>John Cioni</b>
Retail Sales Manager - South Office.....	<b>Marie Silfer</b>
Classified Advertising Manager.....	<b>Diana Augustine</b>
Employment Sales Manager.....	<b>Mary Rose</b>
Interactive Business Development Manager.....	<b>Lori Todd</b>
Credit Manager.....	<b>Sheila Wroten</b>

## 2 Terms and policies

### Terms

- A.** There is no commission for retail or classified advertising. Only national advertising is commissionable. Advertising agencies placing national advertising qualify for commissionable national rates.
- B.** Payment on all advertising bills is due on the 20th day of the month following publication. Contracts are self-renewing and automatically renew for similar periods unless written notice of termination is given by either party at least 30 days prior to expiration. If the terms of the contract agreement are not fulfilled, the contract agreement will terminate automatically.
- C.** Advertising agencies must accept sole financial responsibility for an account to be established in their name when placing ads for an advertiser.

### Policies

- A.** Rate revisions. The Sun News reserves the right to revise rates upon 30 days notice.
- B.** Preferred positions. No charges for preferred positions are included in rates. The Publisher does not guarantee positions on any specified pages, sections or locations without a premium. Check with your account executive for availability and additional charges for preferred position premiums. No orders are accepted on a position or omit basis.
- C.** Going-out-of-business. All "going-out-of-business" advertising requires cash in advance.
- D.** Political and issue advertising. All political and issue advertising requires cash in advance and must be tagged "paid advertisement" and include a contact person, address and phone number. Political ads may not run on existing business accounts or contracts. Political and issue ads that contain endorsement names must have written approval from each person whose name appears in the ad. All political or issue advertising must be submitted to The Sun News on proof deadline. No

exceptions will be made. Please ask for complete guidelines.

**E.** Terms and conditions. All advertising is subject to acceptance by The Sun News, which reserves the right to reject or cancel any advertisement at its sole discretion.

**F.** Adult entertainment policy. All adult entertainment advertising is subject to approval by The Sun News Advertising Acceptability Committee and must meet all qualifications as outlined in The Sun News Adult Entertainment Policy. Ask your account executive for adult entertainment rates. Adult entertainment businesses must include business license in all ads.

**G.** Liability for error by publisher. The Publisher accepts no liability for errors in camera-ready copy. Liability for errors in copy set by the Publisher is limited to the first publication only. The Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The Publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. The newspaper is not responsible for omitted ads for any reason.

**H.** Indemnification. The advertiser and/or advertising agency agrees to defend and indemnify the Publisher against any and all liability, loss or expenses arising from the claims of libel, plagiarism, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's ad.

## 3 Contract and copy requirements

- A.** Requirements for ads resembling news stories:
1. Continuous border around entire ad.
  2. **PAID ADVERTISEMENT** in all capital letters prominently featured at the top of the ad in at least 10-point bold type. These words must appear once for every two column widths of the ad (i.e. A half page advertisement using six columns would have **PAID ADVERTISEMENT** spaced across three times.)
  3. Cannot use Interstate, Miller and Poynter headline type in any form nor Globe Century body type styles, which are used exclusively by our news department.
  4. "**Bylines**" and "**datelines**" in ads may not be used.
- B.** A composing charge may be added for canceled copy already composed.
- C.** Advertisers with local offices within our local market area (Horry, Georgetown, Brunswick and Marion counties) are eligible for local retail and classified rates. Advertisers outside of the local market area are not eligible for local rates. Please request national rates by calling 843-626-0290.
- D.** Bulk contracts will continue in force and renew automatically for similar periods unless contract terms and/or conditions are not met. Contract not to exceed rebating of more than one contract level. Color contracts will not be eligible for rebates. Should an advertiser fail to fulfill the terms of the contract, or if they cancel the contract, they agree to pay a short-rate adjustment. Advertising used during a period less than the contract terms, will be adjusted to the earned rate (rate actually achieved) during the term of the unfulfilled contract.
- E.** Brokered space for multiple, local advertisers is not accepted.



## \$50 per ad per week

Display ads appear online at [www.myrtlebeachonline.com](http://www.myrtlebeachonline.com) for 7 days.

Your print ad becomes a fully interactive ad online.

### Color Rates

#### The Sun News, Kicks!, Special Sections

Ads 36" or larger

	Black & 1 color	Black & 2 or more colors
1-4x	\$645	\$1,060
5-10x	\$565	\$910
11-25x	\$460	\$760
26-50x	\$410	\$660
51-75x	\$370	\$610
76-100x	\$310	\$500
101x	\$210	\$330

Ads over 126" to be charged at 1.5x the 36" or larger rates above (dbl. Trucks).

#### The Sun News, Kicks!, Special Sections

Ads less than 36"

	Black & 1 color	Black & 2 or more colors
1-4x	\$330	\$495
5-10x	\$295	\$425
11-25x	\$240	\$360
26-50x	\$240	\$360
51-75x	\$240	\$360
76-100x	\$240	\$360
101x	\$240	\$360

Neighbors color - see page 5.

Vitality color - see page 6.

### Post-it Notes® and Poly-bags

Daily	\$96.12
Sunday	\$97.77

These inserting/delivery rates are for customer supplied pieces.

For quotes on printing and delivery, please call 843-626-0290.

#### Comic Spadeas and Gatefolds

	Gatefold	Spadea
1-3x	\$3,379	\$4,565
4-11x	\$2,545	\$4,280
12-24x	\$2,409	\$3,996
25+	\$2,273	\$3,719

### ROP Advertising Rates

Run-of-paper (ROP) advertising is placed anywhere in the paper other than the classified section or special products. ROP advertising is billed at the applicable contract rate - this applies to both frequency and bulk contracts. All retail/classified display rates are based on one column inch unit measurement. This applies to both frequency and bulk contract discounts. Rates shown in this card are rounded for simplicity.

Level		Daily	Sunday*	kicks!*
Open	01	\$59.05	\$68.30	\$63.60
32"	02	\$45.85	\$54.65	\$55.10
63"	03	\$45.50	\$54.40	\$54.85
126"	04	\$45.10	\$53.95	\$54.40
250"	05	\$44.75	\$53.20	\$53.80
500"	06	\$44.20	\$52.85	\$53.25
750"	07	\$43.35	\$51.90	\$52.05
1200"	08	\$42.70	\$51.15	\$51.65
1600"	09	\$42.30	\$50.70	\$50.90

\*Kicks! - Additional distribution to hotels, amusements, restaurants, entertainment and tourist locations.

\*Sunday rates apply to Thanksgiving Day.

### Telecom Rates

		Daily	Sunday*	kicks!*
Open	01	\$82.16	\$97.95	\$93.65
750"	07	\$43.33	\$51.87	\$52.03
1200"	08	\$42.67	\$51.16	\$51.61
1600"	09	\$42.28	\$50.66	\$50.88
2000"	23	\$41.90	\$50.16	\$49.35
2250"	24	\$41.34	\$49.61	\$48.30
3000"	25	\$40.79	\$49.06	\$47.25
3750"	26	\$40.24	\$48.51	\$46.20
5000"	28	\$39.69	\$47.96	\$45.15
7500"	29	\$39.14	\$47.41	\$44.10

### Repeat Discount Rates

Any National ad, minimum 20" ad size, repeating within a 7-day period receives the following discounts:

1st Repeat	30% discount
2nd Repeat	50% discount

### Full Page Discount Rates

Contracts for 6 times or 13 times annually receive the following discounts:

6 full pages	6% discount
13 full pages	20% discount

### Non-profit/Church Rates

Non-Profit/church rates are at the 750 inch contract level. To qualify as non-profit the charitable organization must provide a section 501(c)3 certificate issued by the IRS. Qualifications for this rate are subject to approval of The Sun News.

### Political/Issue Advertising Rates

All county, district, city and/or local political or issue ads are subject to local advertising rates. National or statewide political or issue ads are subject to National advertising rates.

Call 843-626-0290 for information or more detailed guidelines for placing paid political advertising.

# Neighbors

Zoned editions of The Sun News containing local, neighborhood news. Published as a section of The Sun News each Thursday. Broadsheet format.

## Neighbors Frequency Rates

Must run consecutive weeks.

	North Neighbors	Myrtle Neighbors	South Neighbors	Western Neighbors
OPEN	\$13.76	\$22.82	\$19.47	\$10.00
4x	\$10.29	\$17.12	\$14.59	\$7.47
8x	\$8.94	\$14.82	\$12.71	\$6.53
12x	\$6.88	\$11.41	\$9.76	\$5.06
52x	\$6.59	\$10.88	\$9.29	\$4.76

## Neighbors Color Rates

	Black & 1 color	Black & 2 or more colors
Up to 33"	\$50	\$125
34" - 65"	\$115	\$185
66" +	\$170	\$245

## Pick Up Rates

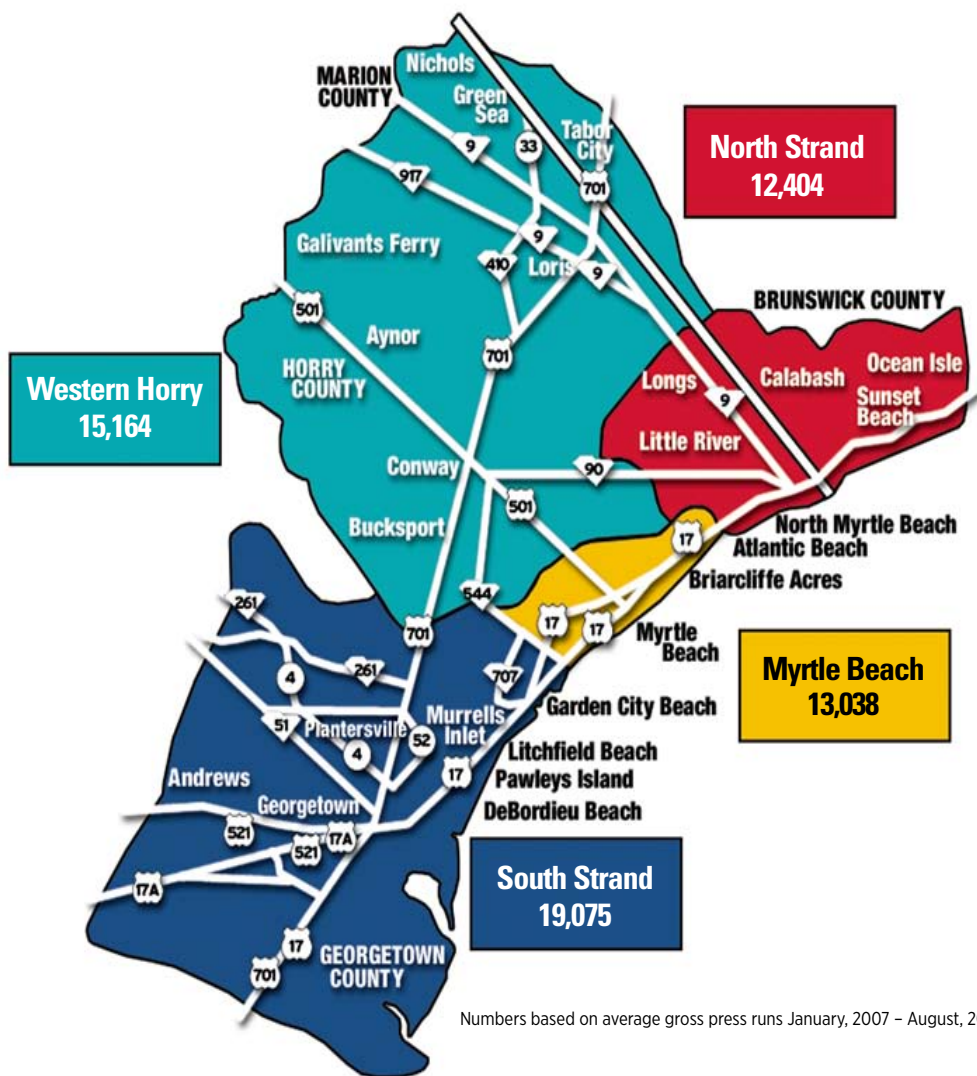
Pick-up from The Sun News, within 7 days. Pick-up ads do not fulfill frequency commitments.

	North Neighbors	Myrtle Neighbors	South Neighbors	Western Neighbors
	\$8.94	\$14.82	\$12.71	\$6.53

## Neighbors Bulk Rates

With annual bulk advertising agreements. All contract levels. No contract pays open rate.

	North Neighbors	Myrtle Neighbors	South Neighbors	Western Neighbors
	\$10.29	\$17.12	\$14.59	\$7.47



Numbers based on average gross press runs January, 2007 - August, 2007.



# Vitality

Looking Good  Feeling Great

The Sun News Lifestyle Magazine

## Thursdays Inside The Sun News

### Frequency Rates

Open rate	\$48.65
12x	\$29.71
26x	\$23.18
52x	\$19.12

### Bulk Rates

levels 1-10	\$48.65
levels 12-20	\$29.71
levels 22-25	\$23.18
level 26+	\$19.12
Pickup rate	\$15.00

Pick up from The Sun News within 7 days.

Pick up ads do not fulfill frequency commitments.

### Color Rates

#### Full Color

less than 20"	\$124
20" - 28"	\$188
28"+	\$371

#### Spot Color

less than 20"	\$65
20" - 28"	\$94
28"+	\$188

### Premium Postion Rates

#### Back Page

5 column x 11.5 inches - Full Color included

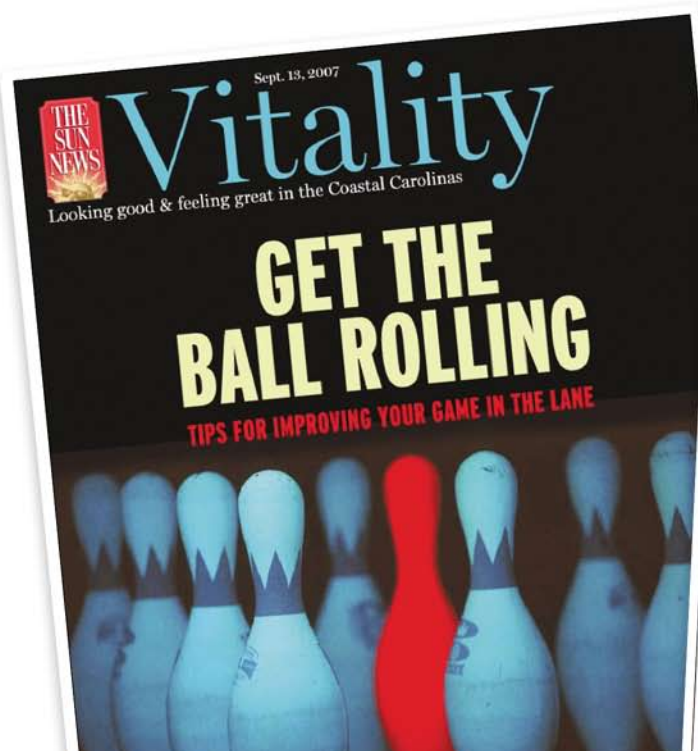
26x	\$1,732
52x	\$1,498

#### Ask A Pro

4.5 inches x 2.75 inches - Full Color included

Open rate	\$247
12x	\$198
26x	\$194
52x	\$188

Rates are per week for consecutive weeks.



# Preprints

The Sun News and TMC

- Current estimates of the number of copies needed can be provided six to eight weeks in advance of the publication date. Requests should be directed to the advertising department at 843-626-0290.

- Space in preprinted inserts does not count toward fulfillment of ROP advertising contract or to establish an earned rate. Insert prices shown are non-commissionable rates. Preprinted advertising inserts are accepted on a reservation basis for inclusion in The Sun News and Sun Values TMC. Distribution is based on estimated gross press runs.

- Preprints must be delivered to The Sun News at 914 Frontage Road East, Myrtle Beach, SC 29577, a minimum of 7 business days in advance. Receiving hours are Mon. - Fri. from 8 a.m. to noon and from 1 p.m. to 5 p.m. Advertiser assumes responsibility for additional expenses incurred as a result of late arrival.

- The Sun News can customize a distribution pattern for your specific marketing needs. The minimum charge for a partial run, special distribution is \$500. Zoning at the zip code level is available on Wednesdays.

- For information on printing and insertion of customized single sheet inserts, call 843-626-0290.

- All tab and standard sizes larger than detailed below will be billed at an additional \$2.00 per thousand (CPM) for each 4-page tab/2-page standard increment. If a preprint size (number of pages) falls between levels, the rate will be the average of the next higher and lower rates.

- Single sheets are front and back only. Maximum size is 11" x 12.5".

- Two or four-page tabloid sections and single sheet inserts larger than 8 1/2" x 11" must be folded.

- Single sheet inserts must be printed on 70 lb. stock offset paper or comparable.

- Minimum insert size 5"x7". Folded edge must be 7".

- Single sheet up to 137.5 sq. inches.

- Tab - up to 156 sq. inches.

- Standard - 157 sq. inches and larger.

- Rates are based on total quantity of a specific insert scheduled within a 7-day period.

## DAILY

	4pg.	6pg.	8pg.	10pg.	12pg.	16pg.
Standard	4pg.	6pg.	8pg.	10pg.	12pg.	16pg.
Tabloid	8pg.	12pg.	16pg.	20pg.	24pg.	32pg.
1-5x	\$86	\$96	\$106	\$116	\$128	\$148
6-11x	\$80	\$89	\$98	\$108	\$117	\$137
12-19x	\$74	\$83	\$92	\$101	\$109	\$128
20-29x	\$72	\$82	\$90	\$98	\$107	\$125
30-51x	\$69	\$77	\$86	\$93	\$102	\$119
52+	\$60	\$68	\$74	\$82	\$89	\$103

## SUNDAY

	4pg.	6pg.	8pg.	10pg.	12pg.	16pg.
Standard	4pg.	6pg.	8pg.	10pg.	12pg.	16pg.
Tabloid	8pg.	12pg.	16pg.	20pg.	24pg.	32pg.
1-5x	\$92	\$102	\$113	\$125	\$136	\$157
6-11x	\$88	\$96	\$106	\$116	\$126	\$146
12-19x	\$79	\$89	\$98	\$108	\$117	\$136
20-29x	\$77	\$87	\$96	\$106	\$115	\$133
30-51x	\$74	\$83	\$91	\$101	\$107	\$127
52+	\$65	\$72	\$81	\$87	\$92	\$110



## Sun Values TMC Preprint Rates - Shared Mail

### 10,000 to 49,999 total – Rates are cost per thousand

weight in ounces	Open	4-11x	12-24x	25-47x	48x+
Up to .15	\$48.24	\$45.82	\$43.41	\$41.00	\$38.59
.16 to .20	\$60.58	\$57.55	\$54.52	\$51.49	\$48.46
.21 to .40	\$69.61	\$66.13	\$62.65	\$59.17	\$55.69
.41 to .70	\$76.57	\$72.74	\$68.92	\$65.09	\$61.26
.71 to 1.1	\$98.33	\$93.41	\$88.50	\$83.58	\$78.66
1.2 to 1.5	\$108.56	\$103.14	\$97.71	\$92.28	\$86.85
1.51 to 1.8	\$130.25	\$123.74	\$117.22	\$110.71	\$104.20
1.81 to 2.2	\$159.25	\$151.29	\$143.33	\$135.36	\$127.40
2.21 to 2.4	\$173.63	\$164.95	\$156.27	\$147.58	\$138.90
2.41 to 2.7	\$195.38	\$185.62	\$175.85	\$166.08	\$156.31
2.71 to 3.0	\$217.13	\$206.27	\$195.42	\$184.56	\$173.70
3.1 to 3.4	\$245.80	\$233.51	\$221.22	\$208.93	\$196.64
3.41 to 3.8	\$274.71	\$260.97	\$247.24	\$233.50	\$219.77
3.81 to 4.0	\$289.19	\$274.73	\$260.27	\$245.81	\$231.35
4.1 to 4.4	\$318.10	\$302.19	\$286.29	\$270.38	\$254.48
4.41 to 4.7	\$339.75	\$322.77	\$305.78	\$288.79	\$271.80
4.71 to 5.0	\$361.48	\$343.41	\$325.34	\$307.26	\$289.19

### 50,000 to 119,999 total – Rates are cost per thousand

weight in ounces	Open	4-11x	12-24x	25-47x	48x+
Up to .15	\$43.18	\$41.02	\$38.86	\$36.70	\$34.54
.16 to .20	\$55.47	\$52.70	\$49.92	\$47.15	\$44.38
.21 to .40	\$64.40	\$61.18	\$57.96	\$54.74	\$51.52
.41 to .70	\$71.38	\$67.81	\$64.24	\$60.67	\$57.10
.71 to 1.1	\$93.10	\$88.44	\$83.79	\$79.13	\$74.48
1.2 to 1.5	\$105.38	\$100.12	\$94.85	\$89.58	\$84.31
1.51 to 1.8	\$127.07	\$120.72	\$114.36	\$108.01	\$101.65
1.81 to 2.2	\$156.07	\$148.27	\$140.47	\$132.66	\$124.86
2.21 to 2.4	\$170.45	\$161.93	\$153.40	\$144.88	\$136.36
2.41 to 2.7	\$192.20	\$182.59	\$172.98	\$163.37	\$153.76
2.71 to 3.0	\$213.95	\$203.25	\$192.55	\$181.86	\$171.16
3.1 to 3.4	\$242.62	\$230.49	\$218.36	\$206.23	\$194.10
3.41 to 3.8	\$271.53	\$257.95	\$244.38	\$230.80	\$217.22
3.81 to 4.0	\$286.01	\$271.71	\$257.41	\$243.11	\$228.81
4.1 to 4.4	\$314.92	\$299.17	\$283.43	\$267.68	\$251.94
4.41 to 4.7	\$336.58	\$319.75	\$302.92	\$286.09	\$269.26
4.71 to 5.0	\$358.31	\$340.39	\$322.48	\$304.56	\$286.65

### 120,000 or more – Rates are cost per thousand

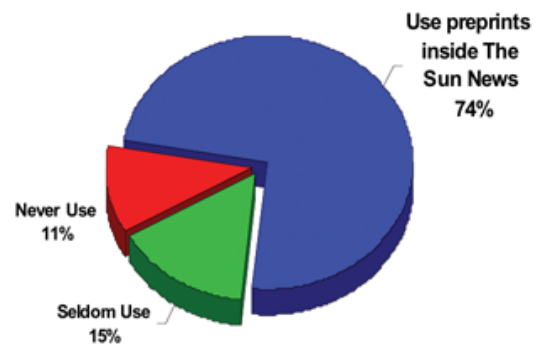
weight in ounces	Open	4-11x	12-24x	25-47x	48x+
Up to .15	\$39.18	\$37.22	\$35.26	\$33.30	\$31.34
.16 to .20	\$49.92	\$47.42	\$44.93	\$42.43	\$39.93
.21 to .40	\$57.96	\$55.06	\$52.16	\$49.27	\$46.37
.41 to .70	\$64.24	\$61.02	\$57.81	\$54.60	\$51.39
.71 to 1.1	\$83.78	\$79.60	\$75.41	\$71.22	\$67.03
1.2 to 1.5	\$94.85	\$90.11	\$85.36	\$80.62	\$75.88
1.51 to 1.8	\$114.36	\$108.64	\$102.92	\$97.21	\$91.49
1.81 to 2.2	\$140.47	\$133.45	\$126.43	\$119.40	\$112.38
2.21 to 2.4	\$153.41	\$145.74	\$138.07	\$130.40	\$122.73
2.41 to 2.7	\$172.98	\$164.33	\$155.68	\$147.03	\$138.38
2.71 to 3.0	\$192.55	\$182.93	\$173.30	\$163.67	\$154.04
3.1 to 3.4	\$218.37	\$207.45	\$196.53	\$185.61	\$174.69
3.41 to 3.8	\$244.38	\$232.16	\$219.94	\$207.72	\$195.50
3.81 to 4.0	\$257.41	\$244.54	\$231.67	\$218.80	\$205.93
4.1 to 4.4	\$283.44	\$269.26	\$255.09	\$240.92	\$226.75
4.41 to 4.7	\$302.92	\$287.77	\$272.63	\$257.48	\$242.34
4.71 to 5.0	\$322.47	\$306.35	\$290.22	\$274.10	\$257.98

## Total Market Coverage:

Households in Horry, Georgetown and Southern Brunswick counties that do not subscribe to The Sun News receive a Sun Values TMC package every Wednesday. 90%-plus market penetration!

**If you want to saturate the market, we've got you covered!** Our subscriber and non-subscriber lists are updated for occupied/non-occupied addresses to ensure your valuable advertising dollars are not wasted.

## Our Readers Shop Your Preprints



Preprinted inserts are an effective way to increase product awareness, build store traffic and drive product sales. Research shows that newspaper inserts tell a compelling story about consumer shopping behavior:

### Preprints provide consistent exposure

- 74% of The Sun News readers use preprints on a regular basis

### Preprints motivate consumers to shop

- 87% of preprint users say inserts drive a store visit

### Preprints engage consumers

- Newspaper-reading consumers spend an average of 29 minutes with preprinted inserts each weekend

Usage of The Sun News preprints is especially high among key customer audiences for high-end products and services, as well as customer audiences who are price sensitive and actively price shopping.

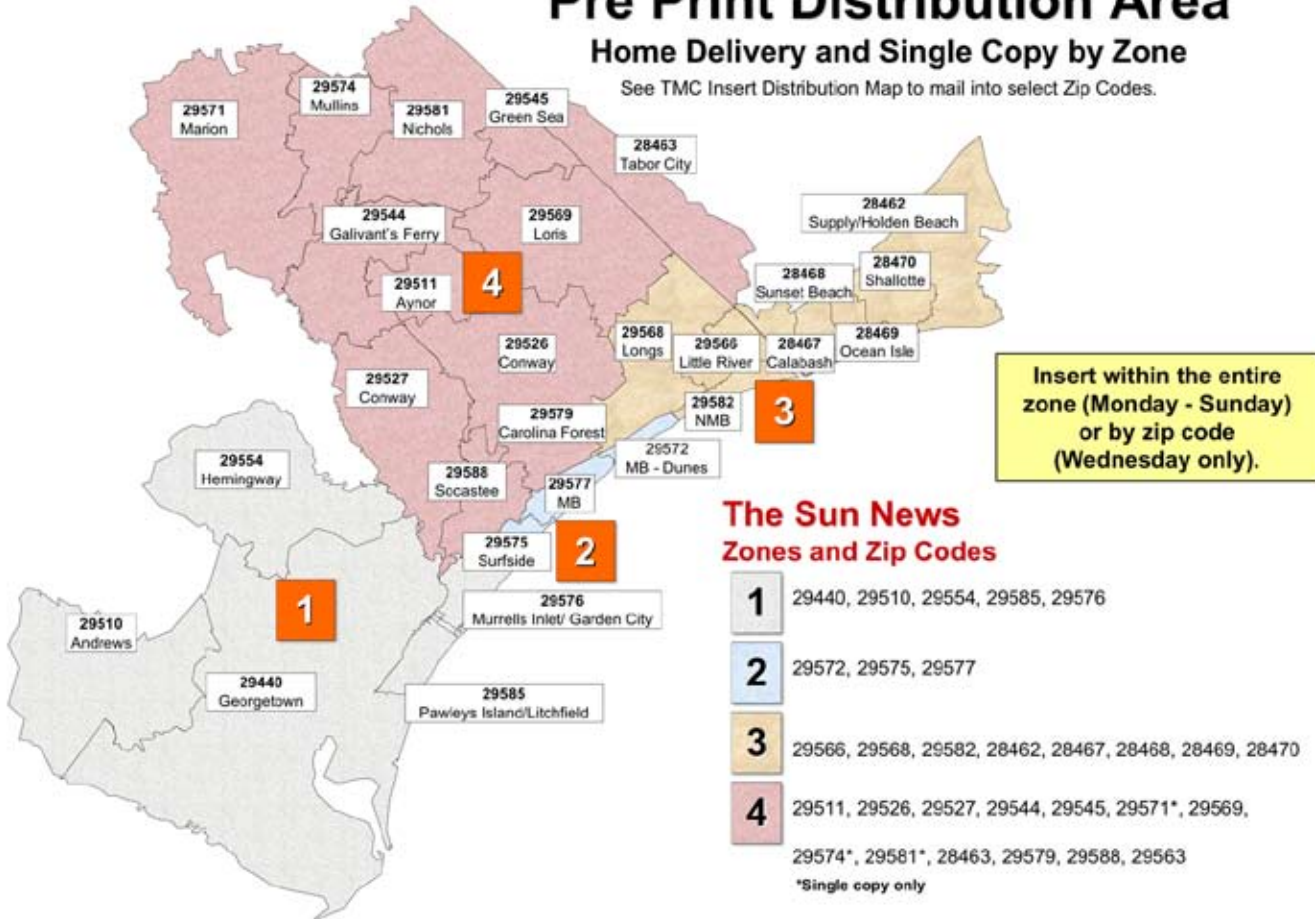
Target Customer Audience	% Use Preprints
Women	83%
35-49 year olds	90%
\$75,000+ household income	70%
Working women	83%
18-34 year olds	65%
\$35,000 and less household income	78%

Sources: 2005, CM&B Market Study, 2005 Media Usage and Shopping Behavior Study, IPSOS

# Pre Print Distribution Area

## Home Delivery and Single Copy by Zone

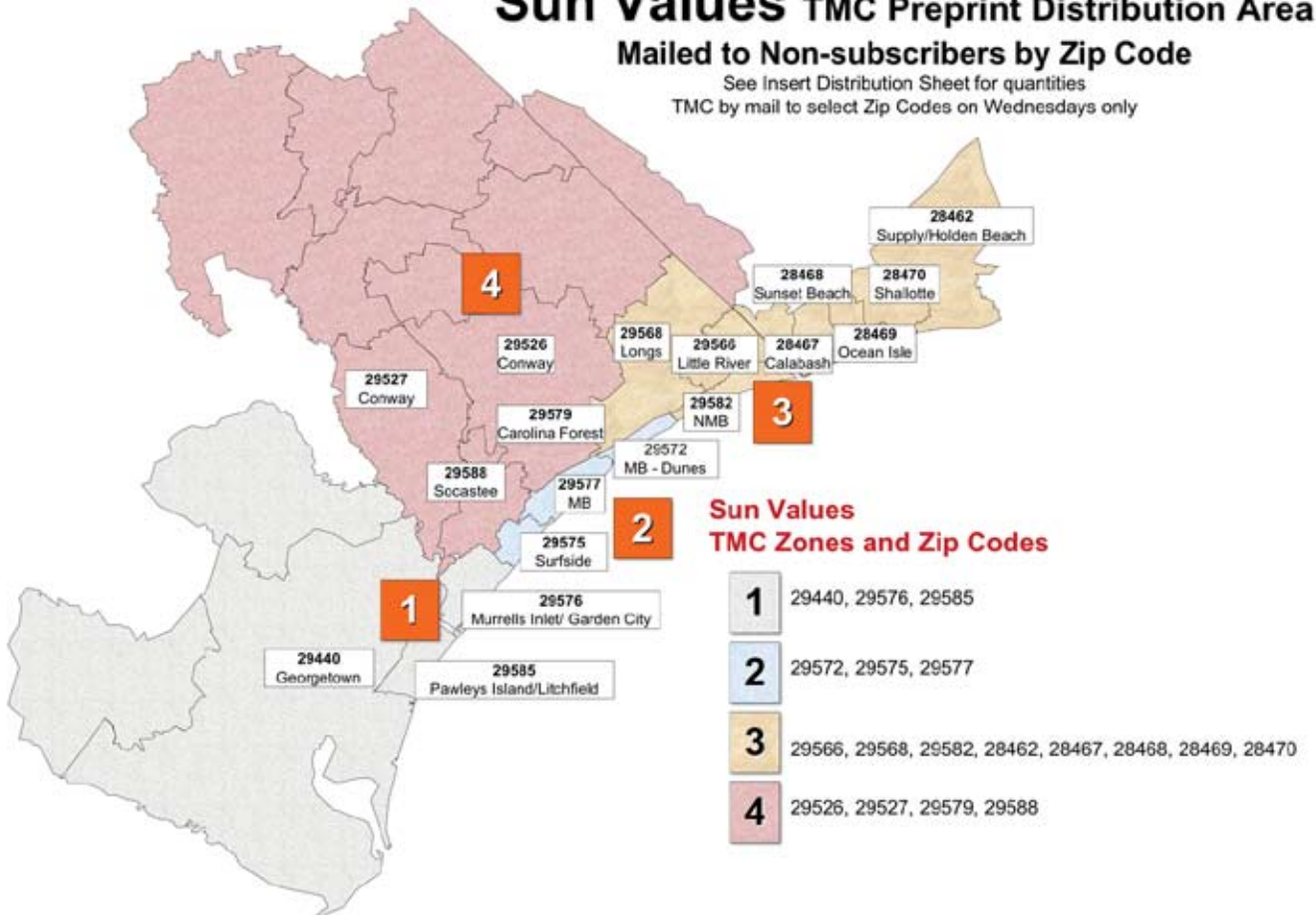
See TMC Insert Distribution Map to mail into select Zip Codes.



# Sun Values TMC Preprint Distribution Area

## Mailed to Non-subscribers by Zip Code

See Insert Distribution Sheet for quantities  
TMC by mail to select Zip Codes on Wednesdays only



### Print & Deliver COMBO Program - TSN & Mailed TMC

Minimum total Qty is 10,000 (TSN + TMC)

Print & Deliver prices include design, printing, insertion and mailing. All preprints will be ordered in quantities of 5000. Preprint quantities that exceed selected zones will be distributed in zones determined by The Sun News. Excess quantities will not be distributed in TMC zones. Complete insert schedule must run with 7 days to qualify for total quantity rate.

Daily - 8.5" x 11" - white 60# offset Hi-Bulk add'l \$2.50m					
QTY	DAILY	4-11x	12-24x	25-47x	48x
10 - 25,000	\$85.12	\$80.86	\$76.61	\$72.35	\$68.09
30 - 55,000	\$70.65	\$67.11	\$63.58	\$60.05	\$56.52
60,000 +	\$57.80	\$54.91	\$52.02	\$49.13	\$46.24
100,000 +	\$54.53	\$51.80	\$49.08	\$46.35	\$43.62

Sunday - 8.5" x 11" - white 60# offset Hi-Bulk add'l \$2.50m					
QTY	Sunday	4-11x	12-24x	25-47x	48x
10 - 25,000	\$91.66	\$87.08	\$82.49	\$77.91	\$73.33
30 - 55,000	\$77.07	\$73.22	\$69.36	\$65.51	\$61.66
60,000 +	\$64.22	\$61.01	\$57.80	\$54.59	\$51.38
100,000 +	\$60.59	\$57.56	\$54.53	\$51.50	\$48.47

Daily - 8.5" x 5.5" - 75# Hi-Bulk					
QTY	DAILY	4-11x	12-24x	25-47x	48x
10 - 25,000	\$52.38	\$49.76	\$47.14	\$44.52	\$41.90
30 - 55,000	\$44.95	\$42.71	\$40.46	\$38.21	\$35.96
60,000 +	\$38.53	\$36.60	\$34.68	\$32.75	\$30.82
100,000 +	\$36.35	\$34.54	\$32.72	\$30.90	\$29.08

Sunday - 8.5" x 5.5" - 75# Hi-Bulk					
QTY	Sunday	4-11x	12-24x	25-47x	48x
10 - 25,000	\$57.61	\$54.73	\$51.85	\$48.97	\$46.09
30 - 55,000	\$50.09	\$47.59	\$45.08	\$42.58	\$40.08
60,000 +	\$43.67	\$41.49	\$39.30	\$37.12	\$34.94
100,000 +	\$41.20	\$39.14	\$37.08	\$35.02	\$32.96

Daily - 11" x 17" - white 60# offset Hi-Bulk add'l \$2.50m					
QTY	DAILY	4-11x	12-24x	25-47x	48x
10 - 25,000	\$160.79	\$152.75	\$144.71	\$136.67	\$128.63
30 - 55,000	\$128.32	\$121.90	\$115.49	\$109.07	\$102.65
60,000 +	\$112.61	\$106.98	\$101.35	\$95.72	\$90.09
100,000 +	\$106.24	\$100.92	\$95.61	\$90.30	\$84.99

Sunday - 11" x 17" - white 60# offset Hi-Bulk add'l \$2.50m					
QTY	Sunday	4-11x	12-24x	25-47x	48x
10 - 25,000	\$166.80	\$158.46	\$150.12	\$141.78	\$133.44
30 - 55,000	\$134.87	\$128.13	\$121.38	\$114.64	\$107.90
60,000 +	\$117.85	\$111.96	\$106.06	\$100.17	\$94.28
100,000 +	\$111.18	\$105.62	\$100.06	\$94.50	\$88.94

### Print & Deliver OPTION Program - TSN OR Mailed TMC

Minimum total Qty is 10,000 (TSN or TMC)

Print & Deliver prices include design, printing, insertion and mailing. All preprints will be ordered in quantities of 5000. Preprint quantities that exceed selected zones will be distributed in zones determined by The Sun News. Excess quantities will not be distributed in TMC zones. Complete insert schedule must run with 7 days to qualify for total quantity rate.

Daily - 8.5" x 11" - white 60# offset Hi-Bulk add'l \$2.50m					
QTY	DAILY	4-11x	12-24x	25-47x	48x
10 - 25,000	\$98.74	\$93.80	\$88.87	\$83.93	\$78.99
30 - 55,000	\$79.87	\$75.88	\$71.88	\$67.89	\$63.90
60,000 +	\$71.36	\$67.80	\$64.23	\$60.66	\$57.09
100,000 +	\$67.33	\$63.96	\$60.60	\$57.23	\$53.86

Sunday - 8.5" x 11" - white 60# offset Hi-Bulk add'l \$2.50m					
QTY	Sunday	4-11x	12-24x	25-47x	48x
10 - 25,000	\$106.08	\$100.78	\$95.47	\$90.17	\$84.87
30 - 55,000	\$85.77	\$81.48	\$77.19	\$72.90	\$68.61
60,000 +	\$77.26	\$73.40	\$69.53	\$65.67	\$61.81
100,000 +	\$72.88	\$69.24	\$65.59	\$61.95	\$58.31

Daily - 8.5" x 5.5" - 75# Hi-Bulk					
QTY	DAILY	4-11x	12-24x	25-47x	48x
10 - 25,000	\$64.05	\$60.84	\$57.64	\$54.44	\$51.24
30 - 55,000	\$52.38	\$49.76	\$47.14	\$44.52	\$41.90
60,000 +	\$45.84	\$43.54	\$41.25	\$38.96	\$36.67
100,000 +	\$43.24	\$41.07	\$38.91	\$36.75	\$34.59

Sunday - 8.5" x 5.5" - 75# Hi-Bulk					
QTY	Sunday	4-11x	12-24x	25-47x	48x
10 - 25,000	\$69.39	\$65.92	\$62.45	\$58.98	\$55.51
30 - 55,000	\$57.61	\$54.73	\$51.85	\$48.97	\$46.09
60,000 +	\$51.07	\$48.52	\$45.96	\$43.41	\$40.86
100,000 +	\$48.18	\$45.77	\$43.36	\$40.95	\$38.54

Daily - 11" x 17" - white 60# offset Hi-Bulk add'l \$2.50m					
QTY	DAILY	4-11x	12-24x	25-47x	48x
10 - 25,000	\$176.02	\$167.22	\$158.42	\$149.62	\$140.82
30 - 55,000	\$142.78	\$135.64	\$128.50	\$121.36	\$114.22
60,000 +	\$126.77	\$120.43	\$114.09	\$107.75	\$101.41
100,000 +	\$119.59	\$113.61	\$107.63	\$101.65	\$95.67

Sunday - 11" x 17" - white 60# offset Hi-Bulk add'l \$2.50m					
QTY	Sunday	4-11x	12-24x	25-47x	48x
10 - 25,000	\$182.14	\$173.03	\$163.93	\$154.82	\$145.71
30 - 55,000	\$149.45	\$141.98	\$134.50	\$127.03	\$119.56
60,000 +	\$132.11	\$125.50	\$118.90	\$112.29	\$105.69
100,000 +	\$124.62	\$118.39	\$112.16	\$105.93	\$99.70

Inserts are printed in full color on two sides

**GLOSSY Print & Deliver COMBO Program - TSN & Mailed TMC**

**8.5" x 11" - 60lb. #3 Enamel - 82 Brite Coated Stock-white**

QTY	Daily	4-11x	12-24x	25-47x	48x
10 - 25,000	\$103.84	\$98.65	\$93.46	\$88.27	\$83.08
30 - 55,000	\$84.78	\$80.54	\$76.30	\$72.06	\$67.82
60,000 +	\$69.36	\$65.89	\$62.42	\$58.96	\$55.49
100,000 +	\$65.44	\$62.16	\$58.89	\$55.62	\$52.35

QTY	Sunday	4-11x	12-24x	25-47x	48x
10 - 25,000	\$111.82	\$106.23	\$100.64	\$95.05	\$89.46
30 - 55,000	\$92.49	\$87.86	\$83.24	\$78.61	\$73.99
60,000 +	\$77.07	\$73.22	\$69.36	\$65.51	\$61.65
100,000 +	\$72.71	\$69.07	\$65.44	\$61.80	\$58.16

**5.66" x 11" - 80lb. #3 Enamel - 82 Brite Coated Stock-white**

QTY	Daily	4-11x	12-24x	25-47x	48x
10 - 25,000	\$63.90	\$60.70	\$57.51	\$54.31	\$51.12
30 - 55,000	\$53.82	\$51.13	\$48.44	\$45.74	\$43.05
60,000 +	\$46.24	\$43.92	\$41.61	\$39.30	\$36.99
100,000 +	\$43.62	\$41.44	\$39.26	\$37.08	\$34.90

QTY	Sunday	4-11x	12-24x	25-47x	48x
10 - 25,000	\$70.29	\$66.77	\$63.26	\$59.74	\$56.23
30 - 55,000	\$60.11	\$57.11	\$54.10	\$51.10	\$48.09
60,000 +	\$52.40	\$49.78	\$47.16	\$44.54	\$41.92
100,000 +	\$49.44	\$46.97	\$44.50	\$42.02	\$39.55

**11" x 17" - 60lb. #3 Enamel - 82 Brite Coated Stock-white**

QTY	Daily	4-11x	12-24x	25-47x	48x
10 - 25,000	\$196.16	\$186.35	\$176.55	\$166.74	\$156.93
30 - 55,000	\$153.98	\$146.28	\$138.58	\$130.88	\$123.19
60,000 +	\$135.13	\$128.38	\$121.62	\$114.86	\$108.11
100,000 +	\$127.48	\$121.11	\$114.73	\$108.36	\$101.99

QTY	Sunday	4-11x	12-24x	25-47x	48x
10 - 25,000	\$203.50	\$193.32	\$183.15	\$172.97	\$162.80
30 - 55,000	\$161.85	\$153.75	\$145.66	\$137.57	\$129.48
60,000 +	\$141.42	\$134.35	\$127.28	\$120.20	\$113.13
100,000 +	\$133.41	\$126.74	\$120.07	\$113.40	\$106.73

**10" x 11.5" JUMBO - 60lb. #3 Enamel - 82 Brite Coated Stock-white**

QTY	Daily	4-11x	12-24x	25-47x	48x
10 - 25,000	\$103.84	\$98.65	\$93.46	\$88.27	\$83.08
30 - 55,000	\$84.78	\$80.54	\$76.30	\$72.06	\$67.82
60,000 +	\$69.36	\$65.89	\$62.42	\$58.96	\$55.49
100,000 +	\$65.44	\$62.16	\$58.89	\$55.62	\$52.35

QTY	Sunday	4-11x	12-24x	25-47x	48x
10 - 25,000	\$111.82	\$106.23	\$100.64	\$95.05	\$89.46
30 - 55,000	\$92.49	\$87.86	\$83.24	\$78.61	\$73.99
60,000 +	\$77.07	\$73.22	\$69.36	\$65.51	\$61.65
100,000 +	\$72.71	\$69.07	\$65.44	\$61.80	\$58.16

**GLOSSY Print & Deliver OPTION Program - TSN or Mailed TMC**

**8.5" x 11" - 60lb. #3 Enamel - 82 Brite Coated Stock-white**

QTY	Daily	4-11x	12-24x	25-47x	48x
10 - 25,000	\$120.46	\$114.44	\$92.16	\$102.39	\$96.37
30 - 55,000	\$95.85	\$91.05	\$73.32	\$81.47	\$76.68
60,000 +	\$85.64	\$81.36	\$65.51	\$72.79	\$68.51
100,000 +	\$80.80	\$76.76	\$61.81	\$68.68	\$64.64

QTY	Sunday	4-11x	12-24x	25-47x	48x
10 - 25,000	\$129.42	\$122.95	\$99.01	\$110.01	\$103.54
30 - 55,000	\$102.92	\$97.77	\$78.73	\$87.48	\$82.33
60,000 +	\$92.71	\$88.08	\$70.92	\$78.80	\$74.17
100,000 +	\$87.46	\$83.09	\$66.91	\$74.34	\$69.97

**5.66" x 11" - 80lb. #3 Enamel - 82 Brite Coated Stock-white**

QTY	Daily	4-11x	12-24x	25-47x	48x
10 - 25,000	\$78.14	\$74.23	\$70.32	\$66.42	\$62.51
30 - 55,000	\$62.85	\$59.71	\$56.57	\$53.42	\$50.28
60,000 +	\$55.00	\$52.25	\$49.50	\$46.75	\$44.00
100,000 +	\$51.88	\$49.29	\$46.69	\$44.10	\$41.51

QTY	Sunday	4-11x	12-24x	25-47x	48x
10 - 25,000	\$84.65	\$80.42	\$76.19	\$71.96	\$67.72
30 - 55,000	\$69.13	\$65.68	\$62.22	\$58.76	\$55.31
60,000 +	\$61.28	\$58.22	\$55.16	\$52.09	\$49.03
100,000 +	\$57.81	\$54.92	\$52.03	\$49.14	\$46.25

**11" x 17" - 60lb. #3 Enamel - 82 Brite Coated Stock-white**

QTY	Daily	4-11x	12-24x	25-47x	48x
10 - 25,000	\$214.75	\$204.01	\$193.27	\$182.54	\$171.80
30 - 55,000	\$171.33	\$162.77	\$154.20	\$145.63	\$137.07
60,000 +	\$152.12	\$144.51	\$136.91	\$129.30	\$121.69
100,000 +	\$143.51	\$136.33	\$129.16	\$121.98	\$114.81

QTY	Sunday	4-11x	12-24x	25-47x	48x
10 - 25,000	\$222.21	\$211.10	\$199.99	\$188.88	\$177.77
30 - 55,000	\$179.34	\$170.37	\$161.40	\$152.44	\$143.47
60,000 +	\$158.53	\$150.60	\$142.67	\$134.75	\$126.82
100,000 +	\$149.55	\$142.07	\$134.59	\$127.12	\$119.64

**10" x 11.5" JUMBO - 60lb. #3 Enamel - 82 Brite Coated Stock-white**

QTY	Daily	4-11x	12-24x	25-47x	48x
10 - 25,000	\$120.46	\$114.44	\$108.42	\$102.39	\$96.37
30 - 55,000	\$95.85	\$91.05	\$86.26	\$81.47	\$76.68
60,000 +	\$85.64	\$81.36	\$77.07	\$72.79	\$68.51
100,000 +	\$80.80	\$76.76	\$72.72	\$68.68	\$64.64

QTY	Sunday	4-11x	12-24x	25-47x	48x
10 - 25,000	\$129.42	\$122.95	\$116.48	\$110.01	\$103.54
30 - 55,000	\$102.92	\$97.77	\$92.63	\$87.48	\$82.33
60,000 +	\$92.71	\$88.08	\$83.44	\$78.80	\$74.17
100,000 +	\$87.46	\$83.09	\$78.71	\$74.34	\$69.97

# Sun Values Shared Mail Program

**Target your specific audience for focused, economical advertising**

Sun Values is a powerful shared mail program to compliment your in-paper advertising. By adding it to your current marketing plan with The Sun News, you can reach up to 90% of the households in Horry, Georgetown and Southern Brunswick counties.

Together the reach of The Sun News and the expanded coverage of Sun Values give your advertising the power of **Total Market Coverage (TMC)**.

## MAXIMUM COVERAGE, MAXIMUM VALUE

Our household mailing list is CDS certified and is the most complete and accurate list available according to the U.S. Postal Service. It is also screened to exclude current subscribers of The Sun News.

## EXPERT SHARED MAIL ASSISTANCE

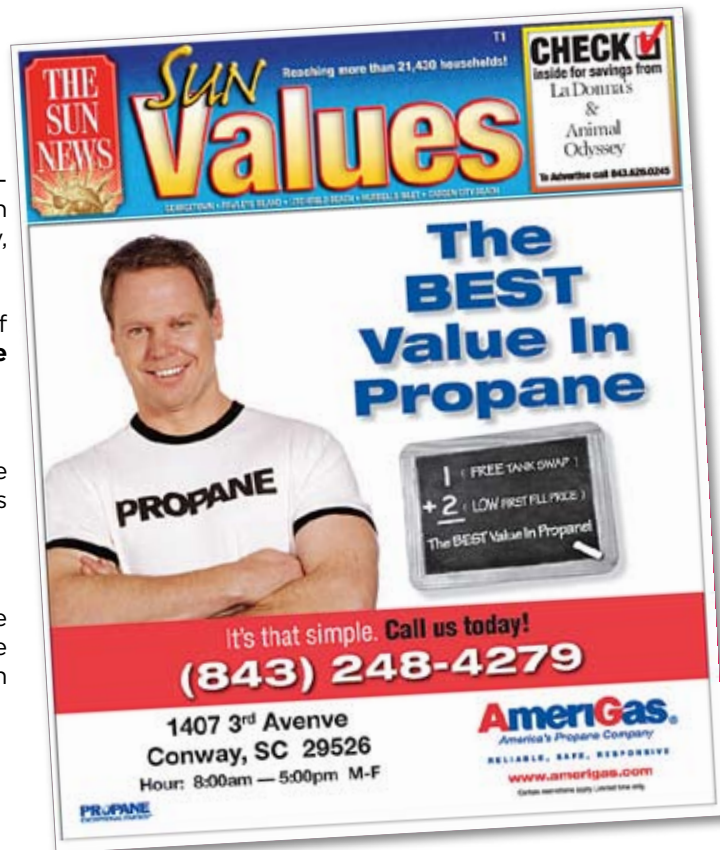
A representative of The Sun News can assist you in developing the best campaign for your business. He/she can help you to identify the demographics of your best customers, locate where they live then focus your shared mail buy on those specific areas.

## REACH CONSUMERS WHEN THEY SHOP

Scheduled for maximum effectiveness, Sun Values mails weekly.

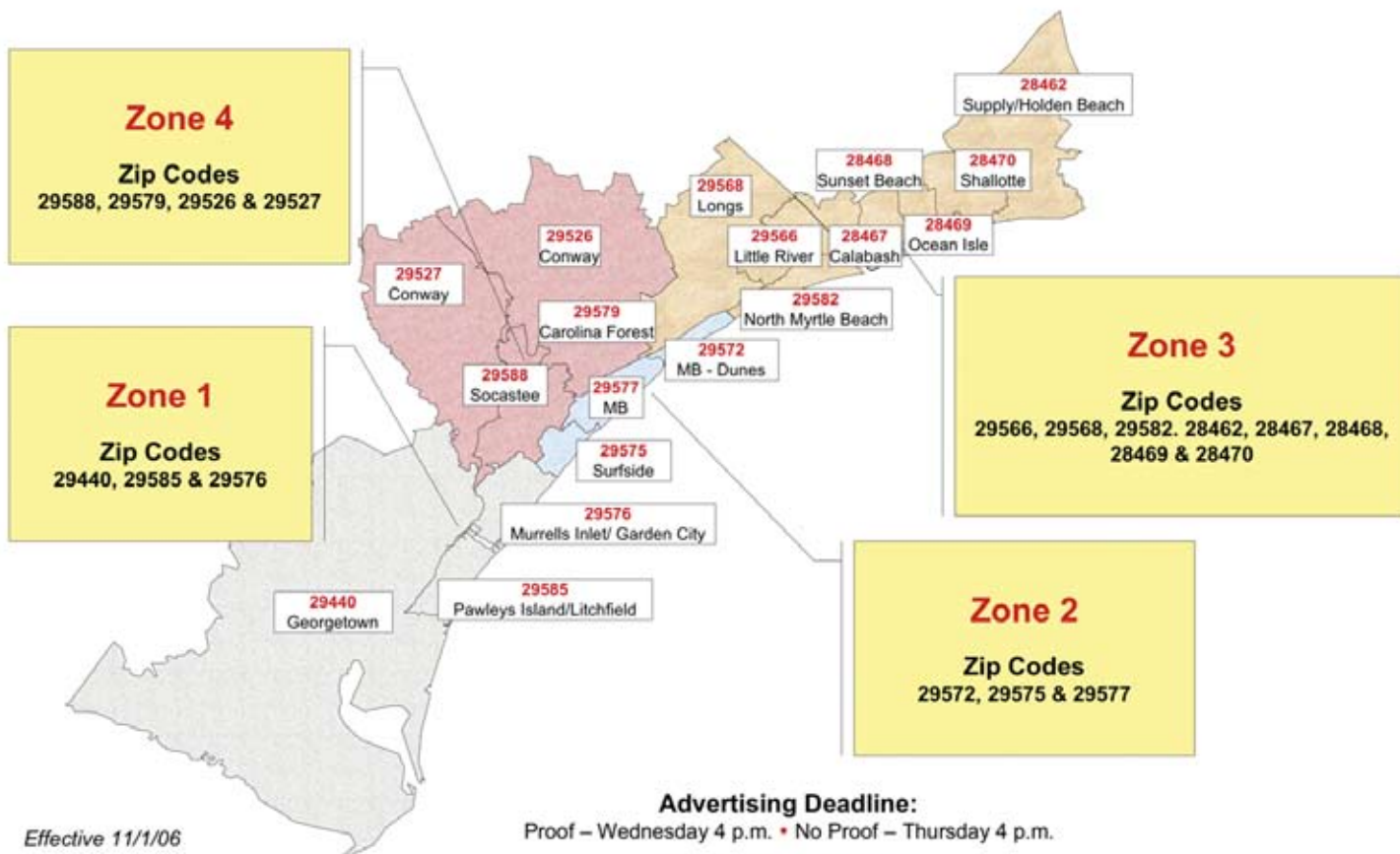
## COMPARE

- Cost effectiveness – compare to traditional mail costs
- Flexibility in targeting
- Resources for demographics, retail sales data and shopping behavior research



# Sun Values TMC Jacket

Distributed to The Sun News Home Delivery and mailed to non-subscribers every Wednesday!



Effective 11/1/06

**Advertising Deadline:**  
Proof – Wednesday 4 p.m. • No Proof – Thursday 4 p.m.

All ads run in Full Color!

On average, MyrtleBeachOnline.com reaches over 464,000 unique visitors viewing over 5.3 million pageviews each month.\*

**Online Advertising Rates**

**1 Leaderboard**

(728 x 90 pixels)	<b>CPM</b>
ROS	\$14.30
Targeting	\$18.59
Premium	\$20.74

**2 Wide Skyscraper**

(160 x 600 pixels)	<b>CPM</b>
ROS	\$17.60
Targeting	\$22.88
Premium	\$25.52

**3 Medium Rectangle**

(300 x 250 pixels)	<b>CPM</b>
ROS	\$22.00
Targeting	\$28.60
Premium	\$31.90

All online rates are net.

\*Source - Omniture, 2007

ROS - Run of Site

Targeting - Homepage, Sections

Premium Targeting - Real Estate, Cars



1



2



3

**Online Advertising Cubes**

**1 Homepage Cube**

(160 x 90)	
Cube (1 of 2)	\$346.50/week

**2 Section Front Cube**

(160 x 90)	
Cube (1 of 4)	\$247.50/month

**3 Sub-Section Cube**

(160 x 90)	
Cube (1 of 4)	\$196.90/month

All online rates are net.



1



2



3

**MyrtleBeachOnline.com combined with The Sun News reaches 86% of the market.**

## Readership

Daily	Sunday
104,900	120,100

ABC Reader Profile Study for the period September 20, 2005 - January 7, 2006

## Total Audience (Newspaper and Online)

7-Day Audience	30-day Audience
167,103 (81%)	178,000 (86%)

2005, CM&B Market Study

## Contact Info

### Main Office

#### Mailing Address

The Sun News  
PO Box 406  
Myrtle Beach, SC 29578

#### Shipping Address

The Sun News  
914 Frontage Road East  
Myrtle Beach, SC 29577

### Telephone

843-626-8555 or 1-800-568-1800

## Retail Display Advertising

### Telephone

843-626-8555  
Option 1, Option 3

### Fax

843-444-1706 or  
843-626-0328

## Customer Service/Classified Line Ads

### Telephone

843-626-8555  
Option 1, Option 2

### Fax

843-626-0208

## Employment Advertising

### Telephone

843-444-1700  
Option 1

### Fax

843-444-1751

## Credit and Billing

### Telephone

843-626-0330

### Fax

843-626-0327

## Marketing Research

### Telephone

843-444-1709

### Fax

843-444-1707

All preprint deliveries are to the main office shipping address above.

## Satellite Offices

### South Office

#### The Sun News

4410 Highway 17 Bypass  
Suite B8  
Murrells Inlet, SC 29576

### Telephone

843-357-9127

### Fax

843-357-9130

### Brunswick Office

#### The Sun News

4924 Main Street  
Unit 8  
Shallotte, NC 28459

### Telephone

910-754-9855

### Fax

910-754-9808

## Web Site



**MyrtleBeachOnline**  
.com

## Circulation

Monday-Friday	Saturday	Sunday
51,352	51,456	62,083

ABC Publisher's Statement, for 27 weeks ended April 1, 2007

## Classified Rates

### The Sun News Classified Display Rates

1-2 days	\$46.65
3-6 days	\$46.28
7-13 days	\$46.16
14+ days	\$45.92
Sunday	\$50.81
CCRE	\$50.81

### Classified Display Recruitment

TSN Daily	\$66.00
TSN Sunday	\$71.50

### The Sun News Line Ad Rates

1-2 days	\$4.67
3-6 days	\$4.63
7-13 days	\$4.62
14+ days	\$4.59
Sunday	\$5.08
CCRE	\$5.08

### Classified recruitment line rates

TSN Daily	\$6.60
TSN Sunday	\$7.15

**Box Charges per Ad** - \$25.00 if picked up • \$40.00 if mailed

All recruitment/employment ads appear on

**careerbuilder.com**<sup>™</sup>  
[www.MyrtleBeachOnline.com/careerbuilder](http://www.MyrtleBeachOnline.com/careerbuilder)

and include a minimum \$200 charge for careerbuilder.com.

**For more classified information call 843-444-1700**

## Electronic Advertisements

The Sun News welcomes and encourages the submission of ad mechanicals via electronic media. Electronic delivery eliminates shipping fees and velox production and also improves quality of ads, especially color reproduction.

To ensure an efficient and trouble-free electronic imaging process, we have developed the following guidelines for digital advertisements:

- **PDF format.** All electronic ad files should be in PDF (portable ad document file) using Adobe Acrobat Exchange program. Embed all fonts and keep color as CMYK. Please include original document.

- **Material request.** All electronic ad files must be a PDF and should be sent using The Sun News AdDesk system. This is a free service. It may be accessed at [www.onlinetsn.com/addesk](http://www.onlinetsn.com/addesk). We accept ads via:

### AdDesk - AP AdSend - Ad Transit - Fast Channel

All electronic ads must be sent by the advertising proof deadlines.

- **Program request.** Ads produced on a Macintosh computer using QuarkXPress 4.0, Adobe Illustrator 10, and Adobe Photoshop 7 (or earlier versions) are preferred. You may send self-extracting compressed files.

- **File/font specifications.** Each native file submitted electronically must contain all printer and screen font files, and art and/or photos. The Sun News will substitute fonts not included on your disk, using the closest Adobe equivalent. Do not use TrueType fonts.

- **CMYK color.** For best results, color breaks should match our specifications. Our color chart and the percentage required for each color is available from your account executive. Color should be separated in CMYK, including graphics. Photos and graphics should be saved as EPS or TIFF files.

- **Scanning.** Color or gray scale scans must be scanned to size 170 - 200 dpi, and line art at 600 dpi.

**Dot gain - 35%**

**Offset printing - 85 Line Screen Ruling (round dot)**

### Dot gain per color

Black	30%
Cyan	35%
Magenta	35%
Yellow	40%

### Black & white

Non-detail whites	0
Highlights	2
Quartertone	18
Midtone	35
Shadow	85

### Color

	C	M	Y	K
Non-detail whites	0	0	0	0
Highlights	5	2	2	0
Quartertone	20	14	14	0
Midtone	38	30	30	10
Shadow	60	50	50	80

- **Deadline.** All ads submitted electronically are due on proof/electronic deadlines, except those ads requiring The Sun News to output color keys. Those must be submitted 24 hours prior to applicable deadline. Ads which require art to be scanned must also be submitted 24 hours prior to proof/electronic deadline to allow for approval of hard copy or color key. For best results, we recommend that you have all chromes scanned on a drum scanner prior to submitting the ads for publication. However, we will scan chromes on other scanning equipment if necessary. All original materials and disks will be returned to you by your account executive after the entire ad schedule is published.

- **Contact.** If you have a question, please contact your account executive or call (843) 626-0311

## AdDesk File Submission Instructions

Go to our web site: <https://www.onlinetsn.com>

The AdDesk web site has information you need such as deadlines, ad sizes, and contact information. It also has easy-to-understand instructions on how to make display ads that work with our computer systems.

### Send your files **FREE OF CHARGE**

AdDesk is an easy and free way to deliver advertising materials to us. All you need is an internet connection and web browser - no special software is required.

### Delivery Confirmations!

When you submit your ad materials through AdDesk, you will receive an email confirmation that your ad has arrived. We'll inspect your ad promptly to ensure that it is ready to run in the paper.

### How Will It Help Me?

The site contains tips and screenshots of settings in many applications to prepare PDF's. All PDF files are flight checked by PitStop Professional for potential problems. You will be notified by email if problems are found with your file. A detailed report can be used to help prevent future problems. There is no file size limit to files submitted. Once you have an account you will be able to see all your scheduled ads.

### AdDesk Is Reliable, Secure And FREE! We're Making It Easier To Advertise With Us.

AdDesk is designed to provide customers with easy access to the information and services you need when advertising in The Sun News. If you have any questions, contact your sales representatives or call the AdDesk help line at (843) 444-1715 or (843) 626-0311. You can also email us at [addesk@thesunnews.com](mailto:addesk@thesunnews.com).





**Retail ROP display measurements**

Standard Ad Units (SAU) Page depth 21"

Measure	Inches	Picas
1 column	1.824	10p11
2 columns	3.760	22p7
3 columns	5.695	34p2
4 columns	7.630	45p9
5 columns	9.565	57p5
6 columns	11.5	69p0
Double Truck (Double trucks billed at 273 column inches)	23.5	138p3

**Tabloid ROP display measurements**

Page depth 11 1/2"

Measure	Inches	Picas
1 column	1.824	10p11
2 columns	3.760	22p7
3 columns	5.695	34p2
4 columns	7.630	45p9
5 columns	9.565	57p5
Double Truck (Double trucks billed at 126 1/2 column inches)	20.13	121p

**ROP Depth Requirements**

- A. No display advertising accepted for less than one column inch.
- B. All ads must be designed to the nearest quarter inch.
- C. Advertisements ordered for more than 17 inches (standard page), 9 1/2 inches (tabloid page), or 8 1/2 inches (quarterfold) will be charged a full column depth of 21 inches (standard), 11 1/2 inches (tabloid page), or 10 1/2 inches (quarterfold).

**Classified display measurements**

Standard Ad Units (SAU) Page depth 21"

Measure	Inches	Picas
1 column	1.050	6p4
2 columns	2.211	13p3
3 columns	3.373	20p3
4 columns	4.534	27p2
5 columns	5.695	34p2
6 columns	6.856	41p2
7 columns	8.017	48p2
8 columns	9.178	55p1
9 columns	10.339	62p0
10 columns	11.5	69p0
Double Truck (Double trucks billed at 441 column inches)	23.5	138p3

**DEADLINES**

Run Day	No Proof/Camera Ready Deadline	Proof/Electronic Deadline
Monday	Friday 1pm	Thursday 4pm
Food	Friday 1pm	Thursday 4pm
Tuesday	Friday 4pm	Thursday 4pm
Vitality	Friday 4pm	Thursday 4pm
Wednesday	Monday 4pm	Friday 4pm
Neighbors	Monday 4pm	Friday 4pm
Thursday	Tuesday 4pm	Monday 4pm
KICKS!	Tuesday 4pm	Tuesday 4pm
Friday	Wednesday 4pm	Tuesday 4pm
Saturday Coasting	Wednesday 4pm	Wednesday 4pm
Saturday Classified	Thursday 1pm	Wednesday 4pm
Saturday	Thursday 4pm	Wednesday 4pm
Sunday Coasting	Tuesday 4pm	Tuesday 4pm
Sunday Travel	Tuesday 4pm	Tuesday 4pm
Sunday Business	Wednesday 4pm	Wednesday 4pm
Saturday Real Estate	Wednesday 4pm	Tuesday 4pm
Sunday Real Estate	Wednesday 4pm	Tuesday 4pm
Sunday Business	Wednesday 4pm	Wednesday 4pm
Sunday Recruitment	Thursday Noon	Wednesday 4pm
Sunday Classified	Thursday 1 pm	Wednesday 4pm
Sun Values	Thursday 4pm	Wednesday 4pm
Sunday	Thursday 4pm	Wednesday 4pm

**Coastal Carolina Real Estate display measurements**

Size of Ad	Column/inches	Mechanical Size	Picas
Full page (92")	8col x 11 1/2"	9.178" x 11.5"	55p1x69p
Half page vertical (46")	4col x 11 1/2"	4.534" x 11.5"	27p2x69p
Half page horizontal (46")	8col x 5 3/4"	9.178" x 5.65"	55p1x33p9
Quarter page (23")	4col x 5 3/4"	4.534" x 5.65"	27p2x33p9
Eighth page (11.5")	2col x 5 3/4"	2.211" x 5.65"	13p3x33p9

