



## Employment Advertising Rate Card

Effective October 1, 2007

All recruitment ads appear in The Sun News, online at TheSunNews.com and careerbuilder.com

### Local Rates - Open and Contract

2008 Recruitment Rates - Display \*\*\* + careerbuilder (see below)

Inches per Year	Contract Level	Daily 1-2 days	Daily 3-6 days	Daily 7-13 days	Daily 14 + days	Sunday & Holidays
Open	1	37.09	29.51	27.84	26.03	68.24
210	10	22.44	21.34	19.88	18.04	48.12
625	14	21.53	20.24	18.68	17.30	44.64
1250	18	20.48	19.18	18.28	16.45	42.63
3750	22	19.42	18.29	17.48	15.73	40.98
9450	25	18.68	17.88	16.68	15.21	40.43

### Local Rates - Open and Contract

2008 Recruitment Rates - Liners \*\*\* + careerbuilder (see below)

Inches per Year	Contract Level	Daily 1-2 days	Daily 3-6 days	Daily 7-13 days	Daily 14 + days	Sunday & Holidays
0	1	3.71	2.95	2.78	2.60	6.82
210	10	2.24	2.13	1.99	1.80	4.81
625	14	2.15	2.02	1.87	1.73	4.46
1250	18	2.05	1.92	1.83	1.64	4.26
3750	22	1.94	1.83	1.75	1.57	4.10
9450	25	1.87	1.79	1.67	1.52	4.04

### National Rates – \*\*\* + careerbuilder (see below)

#### Daily \*\*\*

Per Line	\$6.60
Per Inch	\$66.00

#### Sunday \*\*\*

Per Line	\$7.15
Per Inch	\$71.50

All recruitment/employment ads appear on



[www.TheSunNews.com/careerbuilder](http://www.TheSunNews.com/careerbuilder)

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

### 30-Day careerbuilder rate

#### Line ads

#### Display ads

Single position	\$200
Multiple positions	\$250

\$200 per ad

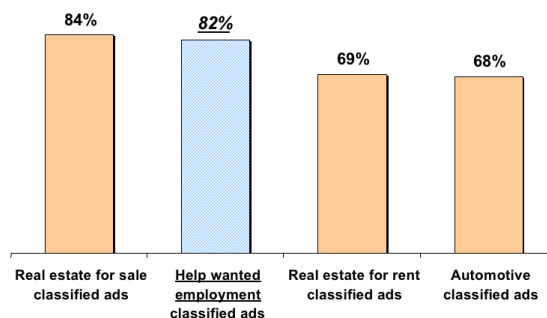
**Top Jobs: \$75 – Top Job Video: \$150**

For more classified information call 843-444-1700 – Option 1

### Market Research Findings

The Sun News employment classifieds in print and online are where job seekers go when looking for employment information.

#### 30-Day Readership of The Sun News' Classifieds % of In-The-Market Adults Who Read or Looked Into The Sun News':

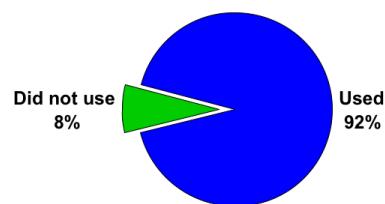


BASE: TOTAL IN-THE-MARKET ADULTS  
SOURCE: 2005 Market Study, Conducted by CM&B

Employers reach more than 9 out of 10 job seekers when you advertise in The Sun News and on TheSunNews.com over a 30-day period.

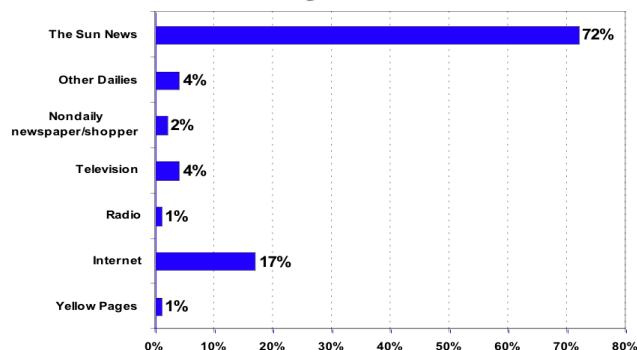
#### 30 Day Classified Net Reach: Employment Adults Actively Seeking Job Information

92% are using The Sun News and/or TheSunNews.com



Independent research conducted on our local market confirms The Sun News as the #1 source for employment information among those seeking jobs.

#### Most Useful Advertising Source for Job Information



SOURCE: 2005 Market Study, Conducted by CM&B

## 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

## Employment Advertising

Telephone 843-444-1700 - Option 1  
Email team1@thesunnews.com  
Fax 843-444-1751

## Personnel

Employment Advertising Manager.....**Lori Todd**  
Credit Manager.....**Sheila Wroten**

## Circulation

Daily 51,352  
Sunday 62,083

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

## Readership

Daily 104,900  
Sunday 120,100

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

## Web Site

# TheSunNews.com

## Mechanical Requirements

### 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	23.5	138p3

(Double trucks billed at 441 column inches)

## 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.

## 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.