



Charleston.net Automotive Rates

The Post and Courier

Charleston.net is the #1 viewed website in Charleston tri-county area.

One ad in The Post and Courier and on Charleston.net reaches 71.4 % of adults 18 and older in the tri county area. In addition to excellent market penetration **online newspaper user are quality prospects.** They are educated (52% are college educated), affluent (household income of \$73,000) and online an average of 19 hours a week.

Profile of an Online Newspaper User

- 91% recently shopped online
- 89% recently bought online
- 64% recently checked classifieds online
- 71% are online daily at work
- 68% have home broadband

Source – Media Audit and MORI Power User Study 2005

CPM Pricing	Monthly Impressions	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7
LEADERBOARD	Up to 75,000	\$12	\$13	\$14	\$15	\$16	\$17	\$18
	150,000	\$11	\$12	\$13	\$14	\$15	\$16	\$17
	225,000	\$10	\$11	\$12	\$13	\$14	\$15	\$16
	375,000	\$9	\$10	\$11	\$12	\$13	\$14	\$15
	525,000	\$8	\$9	\$10	\$11	\$12	\$13	\$14
	675,000	\$7	\$8	\$9	\$10	\$11	\$12	\$13
SKYBOX	Up to 75,000	\$10	\$11	\$12	\$13	\$14	\$15	\$16
	150,000	\$9	\$10	\$11	\$12	\$13	\$14	\$15
	225,000	\$8	\$9	\$10	\$11	\$12	\$13	\$14
	375,000	\$7	\$8	\$9	\$10	\$11	\$12	\$13
	525,000	\$6	\$7	\$8	\$9	\$10	\$11	\$12
	675,000	\$5	\$6	\$7	\$8	\$9	\$10	\$11
SKYSCRAPER	Up to 75,000	\$8	\$9	\$10	\$11	\$12	\$13	\$14
	150,000	\$7	\$8	\$9	\$10	\$11	\$12	\$13
	225,000	\$6	\$7	\$8	\$9	\$10	\$11	\$12
	375,000	\$5	\$6	\$7	\$8	\$9	\$10	\$11
	525,000	\$4	\$5	\$6	\$7	\$8	\$9	\$10
	675,000	\$3.50	\$4.00	\$5.00	\$6.00	\$7.00	\$8.00	\$9.00
BANNER	Up to 75,000	\$6	\$7	\$8	\$9	\$10	\$11	\$12
	150,000	\$5	\$6	\$7	\$8	\$9	\$10	\$11
	225,000	\$4	\$5	\$6	\$7	\$8	\$9	\$10
	375,000	\$3	\$4	\$5	\$6	\$7	\$8	\$9
	525,000	\$2	\$3	\$4	\$5	\$6	\$7	\$8
	675,000	\$1.75	\$2	\$3	\$4	\$5	\$6	\$7

Dollar Volume Contract Levels	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5	LEVEL 6	LEVEL 7
\$950,000-\$1 million+	\$750,000-\$799,999	\$550,000-\$599,999	\$350,000-\$399,999	\$150,000-\$200,000	\$50,000-\$59,999	\$15,000-\$19,999	
\$900,000-\$949,999	\$700,000-\$749,999	\$500,000-\$549,999	\$300,000-\$349,999	\$125,000-\$199,999	\$40,000-\$49,999	\$10,000-\$14,999	
\$850,000-\$899,999	\$650,000-\$699,999	\$450,000-\$499,999	\$250,000-\$299,999	\$100,000-\$124,999	\$30,000-\$39,999	\$7,500-\$9,999	
\$800,000-\$849,999	\$600,000-\$649,999	\$400,000-\$449,999	\$200,000-\$249,999	\$75,000-\$99,999	\$25,000-\$29,999	\$5,000-\$7,499	
				\$60,000-\$74,999	\$50,000-\$59,999	\$2,500-\$4,999	

CPM Example	Ad size Size	Monthly Impressions	CPM Rate	=	Monthly Investment
	Banner	50,000	\$12		\$600 or (50 X \$12)
	Skybox	50,000	\$16		\$800 or (50 X \$16)



Standard Internet Ad Sizes

SEARCH SPONSOR*: 120 X 30 pixels



SKYBOX: 300 X 250 pixels



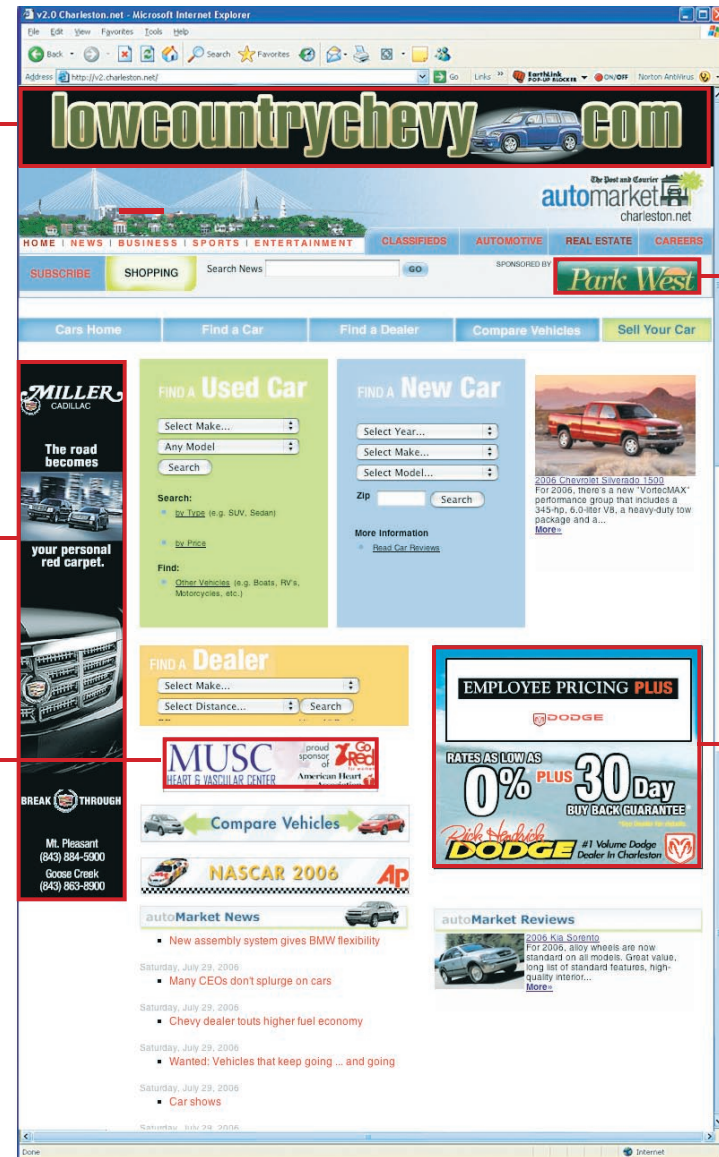
BANNER: 234 X 60 pixels



LEADERBOARD: 728 X 90 pixels



SKYSCRAPER:
120 X 600 pixels



5
LEADERBOARD

2
SKYSCRAPER

4
BANNER

1
SEARCH SPONSORSHIP

3
SKYBOX

* Call your account executive for Search Sponsor pricing