



Charleston.net Retail Rates

The Post and Courier

Fixed Positioning Pricing	7-12 months	4-6 months	1-3 months	Rotations
LEADERBOARD 728 X 90 pixels				
Home	\$2,959	\$3,329	\$3,699	4
News, Business, Features, Sports	\$2,071	\$2,330	\$2,589	4
SKYBOX 300 X 250 pixels				
Home	\$2,160	\$2,430	\$2,700	4
News, Business, Features, Sports	\$1,440	\$1,620	\$1,800	4
BANNER 234 X 60 pixels				
Home	\$1,000	\$1,125	\$1,250	4
News, Business, Features, Sports	\$700	\$788	\$875	4
BUTTON 120 X 60 pixels				
Home	\$250	\$300	\$350	1
All other pages	\$200	\$250	\$300	1
SEARCH SPONSORSHIP 155 x 25 pixels				
All Pages.....	\$499	\$599	\$699	4

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

Source – Media Audit and MORI Power User Study 2005



CPM Pricing	Monthly Impressions	Level I	Level II	Level III
LEADERBOARD	Up to 75,000	\$16	\$17	\$18
	150,000	\$15	\$16	\$17
	225,000	\$14	\$15	\$16
	375,000	\$13	\$14	\$15
	525,000	\$12	\$13	\$14
	675,000	\$11	\$12	\$13
SKYBOX	Up to 75,000	\$14	\$15	\$16
	150,000	\$13	\$14	\$15
	225,000	\$12	\$13	\$14
	375,000	\$11	\$12	\$13
	525,000	\$10	\$11	\$12
	675,000	\$9	\$10	\$11
SKYSCRAPER	Up to 75,000	\$12	\$13	\$14
	150,000	\$11	\$12	\$13
	225,000	\$10	\$11	\$12
	375,000	\$9	\$10	\$11
	525,000	\$8	\$9	\$10
	675,000	\$7	\$8	\$9
BANNER	Up to 75000	\$10	\$11	\$12
	150,000	\$9	\$10	\$11
	225,000	\$8	\$9	\$10
	375,000	\$7	\$8	\$9
	525,000	\$6	\$7	\$8
	675,000	\$5	\$6	\$7

Dollar Volume Contract Levels	LEVEL 1	LEVEL 2	LEVEL 3
	\$150,000 - \$200,000	\$50,000 - \$59,999	\$15,000 - \$19,999
	\$125,000 - \$149,999	\$40,000 - \$49,999	\$10,000 - \$14,999
	\$100,000 - \$124,999	\$30,000 - \$39,999	\$7,500 - \$9,999
	\$75,000 - \$99,999	\$25,000 - \$29,999	\$5,000 - \$7,499
	\$60,000 - \$74,999	\$20,000 - \$24,999	\$2,500 - \$4,999

CPM Example	Ad 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)

For more information, please contact your Account Executive or our Advertising Department. Phone: (843) 937-5468 Fax: (843) 937-5463

Standard Internet Ad Sizes

BUTTON:
120 X 60 pixels



SKYBOX: 300 X 250 pixels



BANNER: 234 X 60 pixels



SKYSCRAPER:
120 X 600 pixels



LEADERBOARD: 728 X 90 pixels



5

2

5

LEADERBOARD

2

SKYSCRAPER

1

BUTTON

SEARCH SPONSORSHIP

3

SKYBOX

4

BANNER

