



Automotive Classified Advertising

The Post and Courier

The Lowcountry's Media Reliance Leader

The Post and Courier is relied on 2:1 more than any other media for people planning on purchasing a new car, truck or van and 3:1 more than any other media for people planning on purchasing a used car, truck or van.*

*2004 Charleston Market Study, MORI Research

Dollar Volume Contract Rates

Dollar Volume Agreement	CLASSIFIED		PREPRINTS	ROP	EMPLOYMENT CLASSIFIED			
	Daily / Sunday per inch	Daily / Sunday per line	Preprint Level*	Daily, Preview and Sunday	Daily per inch	Daily per line	Sunday per inch	Sunday per line
\$150,000-\$199,999	\$18.15	\$1.30	5	\$27.22	\$35.66	\$2.55	\$39.32	\$2.81
\$125,000-\$149,999	\$19.25	\$1.38	4	\$28.87	\$36.03	\$2.57	\$39.87	\$2.85
\$100,000-\$124,999	\$20.40	\$1.46	4	\$30.60	\$36.58	\$2.61	\$40.42	\$2.88
\$75,000-\$99,999	\$21.60	\$1.54	4	\$32.40	\$37.18	\$2.66	\$41.15	\$2.94
\$60,000-\$74,999	\$22.70	\$1.62	4	\$34.05	\$37.30	\$2.67	\$41.52	\$2.97
\$50,000-\$59,999	\$23.60	\$1.69	3	\$35.40	\$37.50	\$2.68	\$41.87	\$2.99
\$40,000-\$49,000	\$24.55	\$1.75	3	\$36.82	\$38.04	\$2.72	\$42.07	\$3.00
\$30,000-\$39,999	\$25.51	\$1.82	3	\$38.26	\$38.40	\$2.74	\$42.43	\$3.03
\$25,000-\$29,999	\$26.05	\$1.86	3	\$39.07	\$38.59	\$2.75	\$42.62	\$3.05
\$20,000-\$24,999	\$26.55	\$1.90	3	\$39.82	\$38.77	\$2.76	\$42.80	\$3.06
\$15,000-\$19,999	\$27.10	\$1.94	3	\$40.65	\$38.97	\$2.79	\$43.16	\$3.08
\$10,000-\$14,999	\$27.65	\$1.98	2	\$41.47	\$39.32	\$2.81	\$43.72	\$3.12
\$7,500-\$9,999	\$27.90	\$1.99	2	\$41.85	\$39.87	\$2.85	\$44.07	\$3.15
\$5,000-\$7,499	\$28.20	\$2.01	1	\$42.30	\$40.62	\$2.91	\$44.99	\$3.22
\$2,500-\$4,999	\$31.00	\$2.21	1	\$46.50	\$44.63	\$3.19	\$49.38	\$3.53

*Refer to the September 1, 2006, Preprint Rates ratecard to determine earned preprint level pricing.

Color

Research shows that ads with spot color move an average of 43% more merchandise than the same ads in black and white. Ask your sales representative to show you how color can add impact, enhance creativity and improve the results of your marketing message.

	Daily	Sunday
Black plus one color	\$625	\$660
Black plus two colors	\$900	\$950
Black plus three colors	\$1225	\$1300

Preferred Placement

Many of our customers request for their ad to run in a certain section or specific page in the paper. The following Preferred Placement fees apply.

Preference will be given to the largest size ad when conflicting requests occur for the same position. Should your ad not appear in the requested section or specific page due to press limitations, we will gladly reverse the positioning fee on your next bill. Special placement is not sold on the daily amusement pages.

Size	Specific Section	Specific Page
1 inch to 31.5 inches	\$85	\$205
31.75 inches to 63 inches	\$170	\$410
63.25 inches to 94.5 inches	\$255	\$615
94.75 inches to 126 inches	\$340	\$820

Other Non-Contract Rates

	Code	INSIDE CLASSIFIED SECTION 9 COLUMNS PER PAGE				OUTSIDE CLASSIFIED SECTION 6 COLUMNS PER PAGE			
		Daily per line	Sunday per line	Daily per inch	Sunday per inch	Daily per line	Sunday per line	Daily per inch	Sunday per inch
National Rate (gross)	B10	\$9.49	\$10.69	\$125.57	\$141.53	—	—	\$183.08	\$209.22
Agency Rate (net)	B11	\$8.07	\$9.08	\$106.74	\$120.31	—	—	\$155.63	\$177.83
Legal Rate	—	\$1.82	\$2.22	\$48.31	\$53.61	—	—	\$68.33	\$75.21
Paid Obituary Rate	—	—	—	—	—	\$1.76	\$2.14	—	—
Lodge Notice Rate	—	—	—	—	—	\$1.76	\$2.14	—	—
Church Directory Rate*	—	—	—	—	—	\$1.25	—	—	—
Employment Open Rate	—	\$7.47	\$8.34	\$104.64	\$116.74	—	—	\$156.97	\$175.11

*Church Directory appears Saturday only as line listing. 8 columns per page.

Blind Box Rates

Anonymous and confidential replies to advertisements utilizing unique Post and Courier box numbers are available for an extra charge per ad. Replies are mailed in unmarked envelopes twice weekly or may be picked up at our 134 Columbus Street office during regular working hours. Maximum length of ad insertion is 10 days per box change. Box charge added to ad cost.

Mailed replies..... \$75

Replies picked up at office... \$50

Line Ads Local Open Rates

Available to local advertisers without a signed contract. Ads originating outside South Carolina carry National rate. 3 line minimum, 4 average words per line. Non-commissionable. When insertions are not consecutive days, the rate applied will be for the longest number of consecutive days. Rates listed below are *per line, per day*.

	Monday - Saturday	Sunday
30 consecutive days	\$2.16	\$2.37
10 consecutive days	\$2.31	\$2.52
7 consecutive days	\$2.61	\$2.85
2 consecutive days	\$2.75	\$3.03
1 day only	\$3.26	\$3.61

Commission

All local classified rates are non-commissionable. National classified rates are commissionable. A 15% commission is available to recognized advertising agencies placing national rate classified advertising. Payment for advertising shall be made in cash at the time the order is placed, except where credit has been previously approved by the Publisher. Where credit has been extended, bills are payable upon terms stipulated. If bills are not paid in accordance with the stipulated terms, the Publisher reserves the right to reject copy and cancel the contract without notice. In such an event, all charges for advertising previously published shall become immediately due and payable. A finance charge of 1.5% per month or 18% APR will be charged on past due amounts.

Contract Regulations

Dollar Volume contracts are available on the basis of signed contracts with customers who have established credit terms with the newspaper. To receive contract rates, contracts must be signed in advance of publication, by an officer or principal of the company.

Advertiser will be eligible for a rebate by reaching the next higher spending contract level requirement. In the event Advertiser qualifies for a lower rate by increasing net spending throughout the contract period as required by a larger contract, the rebate will be calculated at one level above Advertiser's current contract level using the percentage difference of the daily rates, multiplied by the net spending over the next contract level. Rebate is to be made at the end of the contract term.

In the event Advertiser does not qualify for the net spending level contract signed, Advertiser will be billed for the revenue shortage, of the level signed, at the end of the contract term.

Early termination will result in a 1%-5% non-refundable fee. Fee is based on signed contract level (see your account executive for the applicable percentage). In addition to the early termination fee, customer will be charged a prorated fee based on the following calculation; Example is based on a \$10,000 DVC cancelled at 10 months: \$10,000 DVC, 10 months' advertising, \$8,000 actual spending. Prorated amount = \$8,333. Determined by 10,000 / 12 x 10 months = 8,333. Prorated amount of \$8,333 minus actual spending of \$8,000 = \$333 shortrate + \$390 early termination penalty = \$723 due. Downgrading a contract will result in the 1%-5% non-refundable fee only.

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BECAUSE KNOWING
MAKES A DIFFERENCE.



The Post and Courier
automarket
charleston.net

134 Columbus Street • Charleston, South Carolina 29403-4800 • www.charleston.net

For more information, please contact your Account Executive or our Automotive Advertising Department. Phone: (843) 937-5637