

## Flexible Preprint Distribution

Whether you need full market saturation or targeted distribution, *The Post and Courier* has developed our Preprint Distribution System to give you the flexibility you need to compete in today's economy.

## Saturation Coverage

When you combine subscriber distribution with our nonsubscriber shared-mail product, *Household Helper*, you will reach virtually every occupied household in the zip code zones you choose.

## Full-Service Printing and Distribution

*The Post and Courier* can handle every aspect of your insert business, from creative design and printing to distribution of the final product, all for one convenient, low price. Contact Henry Counts at (843) 937-5466 for price quotes on the Print and Distribute Program.

## Zip Code Zoning

Reach your target market efficiently and effectively with Zip Code Zoning. We'll put your message in the hands of the consumers you need most.



## The Post and Courier

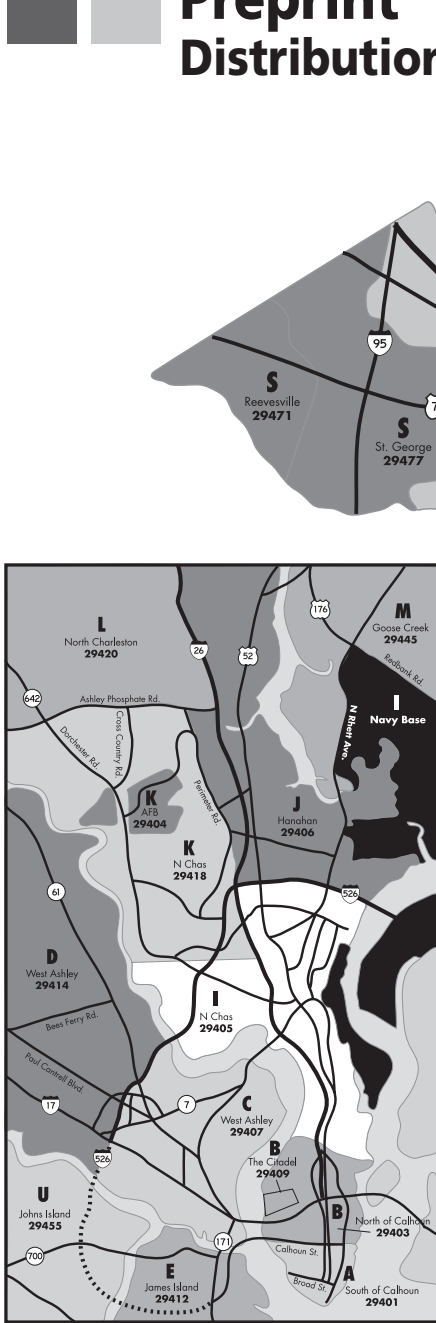


134 Columbus Street Charleston, South Carolina 29403-4800  
www.charleston.net

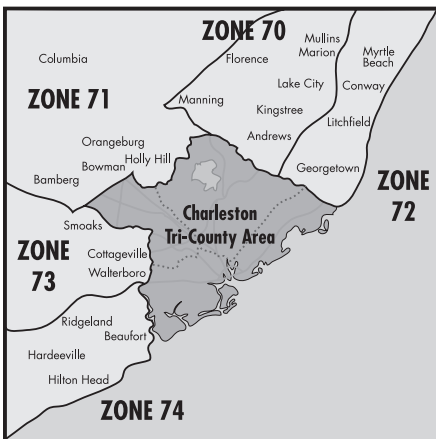
For more information, please contact your Account Executive or our Advertising Department at (843) 947-5468, our Preprint Coordinator at (843) 937-5477 | (843) 937-5455 or Jane Comfort, Niche Product Manager, at (843) 937-4808.

# Preprint Distribution Zones

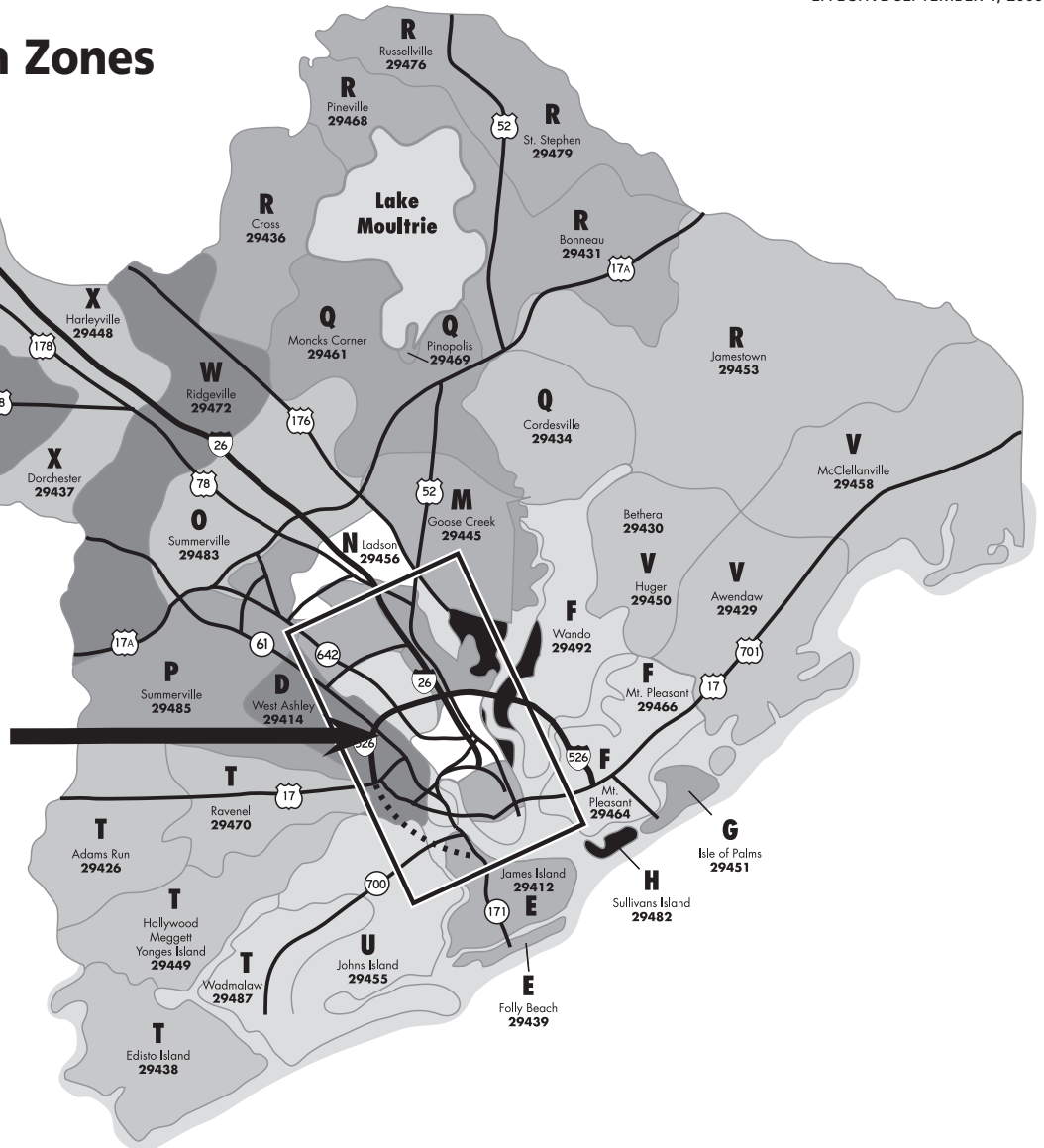
EFFECTIVE SEPTEMBER 1, 2006



Central Distribution Zones Inset



Quadrants



## ZONE AREA

ZONE AREA	ZIP(S)
A South of Calhoun.....	29401
B North of Calhoun, The Citadel.....	29403, 29409
C West Ashley.....	29407
D West Ashley.....	29414
E James Island, Folly Beach.....	29412, 29439
F Mount Pleasant, Wando.....	29464, 29466, 29492
G Isle of Palms.....	29451
H Sullivans Island.....	29482
I North Charleston.....	29405
J Hanahan.....	29406
K North Charleston, Air Force Base.....	29418, 29404
L North Charleston.....	29420
M Goose Creek.....	29445
N Ladson.....	29456
O Summerville.....	29483
P Summerville.....	29485
Q Moncks Corner, Pinopolis, Cordesville.....	29469, 29461, 29434
R Cross, Bonneau, Pineville, Russellville, St. Stephen, Jamestown.....	29436, 29431, 29468, 29479, 29453
S St. George, Reevesville.....	29477, 29471
T Edisto Isl., Ravenel, Hollywood, Meggett, Yonges Isl., Adams Run, Wadmalaw.....	29438, 29470, 29449, 29426, 29487
U Johns Island, Kiawah, Seabrook.....	29455
V Awendaw, McClellanville, Bethera, Huger.....	29429, 29458, 29450
W Ridgeville.....	29472
X Dorchester, Harleyville.....	29437, 29448
70 Florence Quadrant.....	Miscellaneous
71 Orangeburg Quadrant.....	Miscellaneous
72 Georgetown Quadrant.....	Miscellaneous
73 Walterboro Quadrant.....	Miscellaneous
74 Beaufort Quadrant.....	Miscellaneous

Contact your sales representative for most current circulation figures by zone.

# Daily Preprint Rates (cpm)

## 150,001 - 190,000

SIZE	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
SS	\$36	\$34	\$33	\$32	\$31
4 tab	\$39	\$37	\$36	\$35	\$34
8 tab	\$63	\$59	\$57	\$55	\$53
12 tab	\$68	\$64	\$62	\$60	\$58
16 tab	\$72	\$68	\$66	\$65	\$63
20 tab	\$75	\$72	\$70	\$68	\$66
24 tab	\$80	\$76	\$74	\$72	\$70
28 tab	\$84	\$80	\$78	\$76	\$74
32 tab	\$87	\$84	\$82	\$80	\$78
36 tab	\$91	\$87	\$85	\$83	\$81
40 tab	\$94	\$90	\$89	\$87	\$84

For quantities over 190,000 for preprints 8 tab and larger, subtract \$2 per thousand.

## 100,001 - 150,000 (or full distribution)

SIZE	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
SS	\$38	\$36	\$35	\$34	\$33
4 tab	\$41	\$39	\$38	\$37	\$36
8 tab	\$65	\$61	\$59	\$57	\$55
12 tab	\$70	\$66	\$64	\$62	\$60
16 tab	\$74	\$70	\$68	\$66	\$64
20 tab	\$77	\$74	\$72	\$70	\$68
24 tab	\$82	\$78	\$76	\$74	\$72
28 tab	\$86	\$82	\$80	\$78	\$76
32 tab	\$89	\$86	\$84	\$82	\$80
36 tab	\$93	\$89	\$87	\$85	\$83
40 tab	\$96	\$92	\$90	\$88	\$86

## 80,001 - 100,000

SIZE	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
SS	\$41	\$39	\$38	\$37	\$36
4 tab	\$44	\$42	\$41	\$40	\$39
8 tab	\$67	\$63	\$61	\$59	\$57
12 tab	\$72	\$68	\$66	\$64	\$62
16 tab	\$76	\$72	\$71	\$69	\$67
20 tab	\$79	\$76	\$74	\$72	\$70
24 tab	\$84	\$80	\$78	\$76	\$74
28 tab	\$88	\$84	\$82	\$80	\$78
32 tab	\$91	\$88	\$86	\$84	\$82
36 tab	\$95	\$91	\$89	\$87	\$85
40 tab	\$98	\$94	\$92	\$90	\$88

For quantities under 80,000 for preprints 8 tab and larger, add \$2 per thousand. Add \$1 cpm for every additional page over the 40 tab size.

Refer to Local Retail ROP Advertising Dollar Volume Contract ratecard to determine Earned Preprint Level.

# Sunday Preprint Rates (cpm)

## 150,001 - 190,000

SIZE	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
SS	\$38	\$35	\$34	\$33	\$32
4 tab	\$41	\$38	\$37	\$36	\$35
8 tab	\$66	\$61	\$59	\$57	\$55
12 tab	\$71	\$66	\$64	\$62	\$60
16 tab	\$75	\$70	\$68	\$66	\$64
20 tab	\$78	\$74	\$72	\$70	\$68
24 tab	\$84	\$78	\$76	\$74	\$72
28 tab	\$88	\$82	\$80	\$78	\$76
32 tab	\$91	\$87	\$85	\$83	\$81
36 tab	\$96	\$90	\$88	\$86	\$84
40 tab	\$99	\$93	\$91	\$89	\$87

For quantities over 190,000 for preprints 8 tab and larger, subtract \$2 per thousand.

## 100,001 - 150,000 (or full distribution)

SIZE	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
SS	\$40	\$37	\$36	\$35	\$34
4 tab	\$43	\$40	\$39	\$38	\$37
8 tab	\$68	\$63	\$61	\$59	\$57
12 tab	\$73	\$68	\$66	\$64	\$62
16 tab	\$77	\$72	\$70	\$68	\$66
20 tab	\$80	\$76	\$74	\$72	\$70
24 tab	\$86	\$80	\$78	\$76	\$74
28 tab	\$90	\$84	\$82	\$80	\$78
32 tab	\$93	\$89	\$87	\$85	\$83
36 tab	\$98	\$92	\$90	\$88	\$86
40 tab	\$101	\$95	\$93	\$91	\$89

## 80,001 - 100,000

SIZE	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
SS	\$43	\$40	\$39	\$38	\$37
4 tab	\$46	\$43	\$42	\$41	\$40
8 tab	\$70	\$65	\$63	\$61	\$59
12 tab	\$75	\$70	\$68	\$66	\$64
16 tab	\$79	\$74	\$72	\$70	\$68
20 tab	\$82	\$78	\$76	\$74	\$72
24 tab	\$88	\$82	\$80	\$78	\$76
28 tab	\$92	\$86	\$84	\$82	\$80
32 tab	\$95	\$91	\$89	\$87	\$85
36 tab	\$100	\$94	\$92	\$90	\$88
40 tab	\$103	\$97	\$95	\$93	\$91

Minimum quantity for Sunday delivery is 80,000. Sunday Preprint Rates apply for Thanksgiving and Christmas Day. Thanksgiving is full run only.

## The Post and Courier

BECAUSE KNOWING  
MAKES A DIFFERENCE.



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

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# Household Helper

## Shared Mail Total Saturation Coverage

When you need to reach every household in a geographic area, combine *Household Helper* with *The Post and Courier* for a cost effective solution. *Household Helper* is the Charleston area's largest shared mail saturation coverage advertising vehicle. Preprints are delivered by the Post Office for in-home days of Tuesday/Wednesday by zip code zone to non-subscriber households. To determine your *Household Helper* preprint rate... ADD \$2.00 PER THOUSAND TO THE DAILY RATES ON PREVIOUS PAGE, UP TO 16 TAB PAGES. For rates on delivery for inserts larger than 16 pages, contact your account executive.

# Impact Flyers

## Single Sheet Printing and Delivery

The *Impact Flyer Program* is a single sheet flyer printed by and delivered in *The Post and Courier* and in the TMC nonsubscriber product. We can print your message and insert it in any of the preprint zones or ZIP code options. Rates vary according to quantity, paper stock and number of colors used. For additional information, contact your account executive. Paper quoted here is 75 lb. Hi-bulk offset.

RATES	20,000-49,999	50,000-99,999	100,000 and up
Full color on 1 side, w/2 inks opposite	\$70	\$68	\$65

Full IMPACT Sheet: Trim Size 8.5" x 11", Image Area 8" x 10.5"

# Color Coupons

Full color on 1 side, w/2 inks opposite. Includes 1 optional perforation.

SIZES	TRIM SIZE	IMAGE AREA
Color Coupon	4.5" x 11.5"	3.75" x 10.5"
or	5.5" x 8.5"	5" x 8"

RATES	20,000-49,999	50,000-99,999	100,000 and up
Standard Rates	\$45	\$43	\$40
Frequency Discounts	3x; \$1m	6x; \$2m	12x; \$3m

## Options

Substitute bright yellow, bright pink, bright green or pastel yellow colored paper for white .....add \$3m  
 Perforations available beginning w/20m quantity.....\$25/line  
 Other sizes/paper stocks available.....contact your account executive  
 Contract printing available.....contact Henry Counts, 937-5466

## Delivery Days

Total Distribution..... available seven days a week  
 Zoned Distribution..... available Monday through Saturday  
 Nonsubscriber Distribution..... Tuesday/Wednesday

**Deadline:** Monday, 2 weeks prior to week of insertion.

# Other Products Available

Direct Mail (solo mail)	<i>Lowcountry Living Magazine</i>
Sticky Notes	<i>Parade Magazine</i>
Poly Bags	Insert Jackets
Sample Bags	Comic Spadea, Gatefold, Flysheet

## Preprint Sizes

Billing for standard sizes are based on their equivalency to tabloid sizes. Example: Eight standard pages are billed at the same rate as a 16-page tabloid. Mini-tabs or booklets are based on two pages equaling one tabloid page. For example, a 32-page booklet is charged at the 16-page tabloid rate.

## Preprint Size Specifications

Square inches are based on the outside dimensions of the stock. Preprints measuring up to and including 93.5 square inches in overall size per page will be billed as mini-tabs. Minimum size accepted: 5 x 7 inches. Maximum size accepted: 8.5 x 11 inches.

Preprints measuring over 93.5 inches and up to 161 square inches in overall size per page will be billed as tabloids. Maximum size accepted without quarter-folding: 11.5 x 12.5 inches.

Preprints measuring over 161 inches and up to 322 square inches in overall size per page will be billed as standards. Maximum size accepted: 12.5 x 23 inches. Standards must be folded down to a maximum folded size of 11.5 x 12.5 inches. Two page cardstock must be printed on .007" thick paper or heavier or folded with fold on the wide side. Please contact your account executive for spoilage quantities for any preprint that does not meet our printed requirements.

Single sheet specifications: standard 8.5 x 11 inches. Oversized sheets charged as 4-page tab.

## Frequency Discounts Based on Dollar Volume Contract Level

Advertisers on an annual Dollar Volume Contract (DVC) earn the following frequency discounts on preprints:

\$5,000-\$9,999 Level 2	\$10,000-\$49,999 Level 3	\$50,000-\$149,000 Level 4	\$150,000+ Level 5
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Please refer to the Local Retail ROP Dollar Volume Contract ratecard for details.

## Rates

Written or verbal quotes are estimates only. Actual cost will be confirmed only upon the delivery of the insert, verification of the insert size and quantity delivered. If two different preprints are inserted with the same retailer's name using the same distribution on the same day, the smaller of the two will receive a 50% discount. Preprint pricing based on gross press run quantities required — not on total quantity supplied.

## Reservations

A written order from the advertiser stating date of insertion, quantity and title of insert is preferred. Verbal orders accepted but should be confirmed in writing two weeks prior to insertion.

## Delivery of Preprints

Preprints are accepted Mondays from 8:00 a.m. until 4:00 p.m. and Tuesdays through Fridays from 8:30 a.m. until 4:30 p.m. Deliver to: *134 Columbus Street; Charleston, South Carolina 29403-4800*. Preprints must arrive at our plant 10 days prior to insertion. Polybags, outserts, sample pouches deliver to: *134 Columbus Street; Charleston, South Carolina 29403-4800*, 7 days prior to insertion date. Preprints arriving after deadline and causing production delays will incur a late fee and may risk missing the scheduled run date.

## Packaging of Preprints

Solid base nonreturnable skids not over 5 feet high — turns of 100 or 200, edges protected. If packaged in boxes, inserts must be tightly packaged and internally dunnaged. Quantity should be indicated on the outside of each box. Preprints will not be accepted without a bill of lading for each publication (for example, *Post and Courier* shipment run date and quantity must be indicated separate from subsidiary publications on bill of lading).

## Non-Profit Organizations

Churches, schools, etc., use *Level 5* rate. To qualify, organization must present non-profit tax ID number.

## Preprint Labeling

Must be labeled "Advertising Supplement" if it resembles a letter or editorial material.

## Political Preprints

Political preprinted inserts must comply with The Post and Courier policy for political advertising appearing in the newspaper and must be prepaid and labeled "Paid Political Advertising."

As with ROP advertising, the Publisher has the right to review and reject all inserted material.

**For more information, please contact your Account Executive or our Advertising Department at (843) 947-5468, our Preprint Coordinator at (843) 937-5477 | (843) 937-5455 or Jane Comfort, Niche Product Manager, at (843) 937-4808. 134 Columbus Street • Charleston, South Carolina 29403-4800 • www.charleston.net**