



Retail Advertising

The Post and Courier

Local Retail ROP Advertising Dollar Volume Contract Rates

Dollar Volume Agreement	ROP		PREPRINTS	EMPLOYMENT CLASSIFIED			
	ROP Daily	ROP Sunday / Preview	Earned Level*	Daily per inch	Daily per line	Sunday per inch	Sunday per line
\$150,000-\$199,999	\$44.14	\$49.93	5	\$35.66	\$2.55	\$39.32	\$2.81
\$125,000-\$149,999	\$44.71	\$50.68	4	\$36.03	\$2.57	\$39.87	\$2.85
\$100,000-\$124,999	\$45.29	\$51.25	4	\$36.58	\$2.61	\$40.42	\$2.88
\$75,000-\$99,999	\$45.86	\$51.94	4	\$37.18	\$2.66	\$41.15	\$2.94
\$60,000-\$74,999	\$46.15	\$52.28	4	\$37.30	\$2.67	\$41.52	\$2.97
\$50,000-\$59,999	\$46.38	\$52.51	4	\$37.50	\$2.68	\$41.87	\$2.99
\$40,000-\$49,999	\$46.66	\$52.85	3	\$38.04	\$2.72	\$42.07	\$3.00
\$30,000-\$39,999	\$47.01	\$53.25	3	\$38.40	\$2.74	\$42.43	\$3.03
\$25,000-\$29,999	\$47.12	\$53.37	3	\$38.59	\$2.75	\$42.62	\$3.05
\$20,000-\$24,999	\$47.35	\$53.60	3	\$38.77	\$2.76	\$42.80	\$3.06
\$15,000-\$19,999	\$47.58	\$53.89	3	\$38.97	\$2.79	\$43.16	\$3.08
\$10,000-\$14,999	\$47.75	\$54.06	3	\$39.32	\$2.81	\$43.72	\$3.12
\$7,500-\$9,999	\$47.98	\$54.34	2	\$39.87	\$2.85	\$44.07	\$3.15
\$5,000-\$7,499	\$48.44	\$54.86	2	\$40.62	\$2.91	\$44.99	\$3.22
\$2,500-\$4,999	\$55.03	\$62.39	1	\$44.63	\$3.19	\$49.38	\$3.53
OPEN	\$68.33	\$75.21	1	\$104.64	\$7.47	\$116.74	\$8.34

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

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.

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.

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

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.

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

Repeat ad discounts also apply to color charges.

Repeat Ad Discounts

Frequency is important to your advertising campaign because new consumer wants and needs arise every day. Frequent, consistent advertising extends reach and builds awareness, reaching prospects regardless of their reading habits and keeping your product or service top-of-mind.

In the world of advertising, frequency brings results. Repeat your advertising message during the week by taking advantage of graduated discounts on repeat ads.

FIRST ADFULL PRICE	
2nd run, same ad20% off	5th run, same ad70% off
3rd run, same ad40% off	6th run, same ad80% off
4th run, same ad60% off	7th run, same ad90% off

No layout changes allowed. The ads may start on any day, but the highest rate ad will be counted as the full rate ad (i.e., run Wednesday, Saturday and Sunday; Sunday will count as the full rate ad, the other two at a discount). Repeat discounts do not apply to theatre advertising. All ads must run within the six-day period following the first insertion to qualify for these discounts.

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

PERSONNEL

PUBLISHER
Larry W. Tarleton
(843) 937-5532

DIRECTOR OF ADVERTISING
Bill Cranford
(843) 937-5405

DIRECTOR OF MARKETING
Craig Rogers
(843) 937-5428

RETAIL ADVERTISING MANAGER
Jamie Drolet
(843) 937-5904

**CLASSIFIED ADVERTISING
MANAGER**
Joel Cardwell
(843) 937-5444

**NEW MEDIA ADVERTISING
MANAGER**
Zach Payer
(843) 937-5326

CREDIT MANAGER
Cal Purvis
(843) 937-5650

DOWNTOWN CHARLESTON
134 Columbus Street
Charleston, SC 29403-4800

Retail Advertising
(843) 937-5468
fax (843) 937-5463

Classified Advertising
(843) 722-6500
fax (843) 937-5410
or (843) 937-5408

NORTH CHARLESTON OFFICE
6296 Rivers Avenue
North Charleston, SC 29418-4903
(843) 745-5800 • fax (843) 745-5871

*The Post and Courier is published
mornings Monday through Sunday.
Member: Audit Bureau of Circulations,
Newspaper Association of America,
Metropolitan Sunday Newspapers.*

Policies

- A** Local rates are offered to all firms selling directly to consumers, bona fide voluntary chains and organizations within South Carolina. These Advertisers must have one or more stores in South Carolina having the same name or identification, and other similar service under single ownership or control. Local rates also apply to advertising of charitable organizations, established community welfare service and civic programs. Advertising for products and businesses not having established outlets in South Carolina and other classifications not clearly identified with regular retail channels qualify for National Advertising rates. Commission is not paid on retail or distributor and wholesaler advertising (distributor and wholesaler are defined as businesses selling to retailers for resale).
- B** Clients utilizing the services of an advertising agency for ad placement must provide an Agency Authorization letter to The Post and Courier prior to submitting the first space reservation.
- C** Advertisements to be measured from cut-off rule to cut-off rule in the standard newspaper. Ads exceeding space ordered will be billed accordingly. Tabloid ads are measured at original set size.
- D** 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.
- E** All standard page copy exceeding 18 inches in depth will be charged as 21 inches. All tabloid page copy exceeding 10 inches in depth will be charged as 11.5 inches.
- F** The Publisher reserves the right to increase advertising rates at any time with 30 days notice in writing, and all contracts are subject to this policy. The Advertiser reserves the right to cancel the contract(s) without a penalty within 30 days of a rate increase. Should newspaper publication be restricted or curtailed in any way, the rates, size, location, or volume of the advertisements shall be subject to revision or regulation by the Publisher without notice.
- G** 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 Advertiser and/or advertising agency agrees to defend and indemnify the Publisher against any and all liability, loss or expenses arising from 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 advertisement. The Post and Courier assumes no responsibility for errors in advertising when copy is accepted after deadline or when a proof has been shown to the Advertiser. A proof to the Advertiser removes all responsibility, except in cases when there is a failure by the newspaper to correct properly marked errors or omissions on the proof. Proofs will not be provided for ads accepted after deadline. There shall be no liability for non-insertion of any advertisement beyond the amount paid for such advertisement. All adjustment claims must be made within 7 days of publication or receipt of billing statement. The Advertiser shall be liable to the Publisher for any losses or cost incurred by the Publisher because of errors in the advertisement caused by the Advertiser.
- H** The Publisher reserves the right to reject, discontinue or omit any advertisement, or to cancel any advertising contract for reasons satisfactory to the Publisher without notice and without penalty to either party. All advertising is subject to approval. The right is reserved to revise or reject advertisements in accordance with newspaper standards.
- I** The Publisher reserves the option to insert the words "Paid Advertising" above and below ad copy.
- J** Contingent orders are not accepted.
- K** Any sales or other tax imposed on newspaper advertising or pre-printed inserts shall be paid by the Publisher on the Advertisers behalf and added to the Advertisers' cost for repayment to the Publisher.
- L** The newspaper will not be responsible for the return of advertising materials unless return delivery instructions are received with the insertion order.
- M** Maximum mechanical limitation may require the Publisher to limit the availability of color, insert distribution and other special classifications on selected occasions during the year.
- N** The newspaper shall retain all right, title and interest to all advertising which is the creative effort of the newspaper. Advertisers shall not have the right to authorize the reproduction (photographic or otherwise) of any advertising prepared by the newspaper without the written consent of the Publisher. The aforementioned does not prevent the Advertiser from furnishing others with like material for their use on his behalf.
- O** Brokered advertising space will not be accepted at any rate other than the net open, non-contract, or merchant group rates, with no other discounts applicable.
- P** Printing of key numbers is not guaranteed.
- Q** All contracts subject to advertising rate policies.
- R** Electronic tearsheets are available free of charge through our eTearsheets program. There is a service fee of \$2.50 per sheet for paper tearsheets delivered through the mail.

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**BECAUSE KNOWING
MAKES A DIFFERENCE.**

