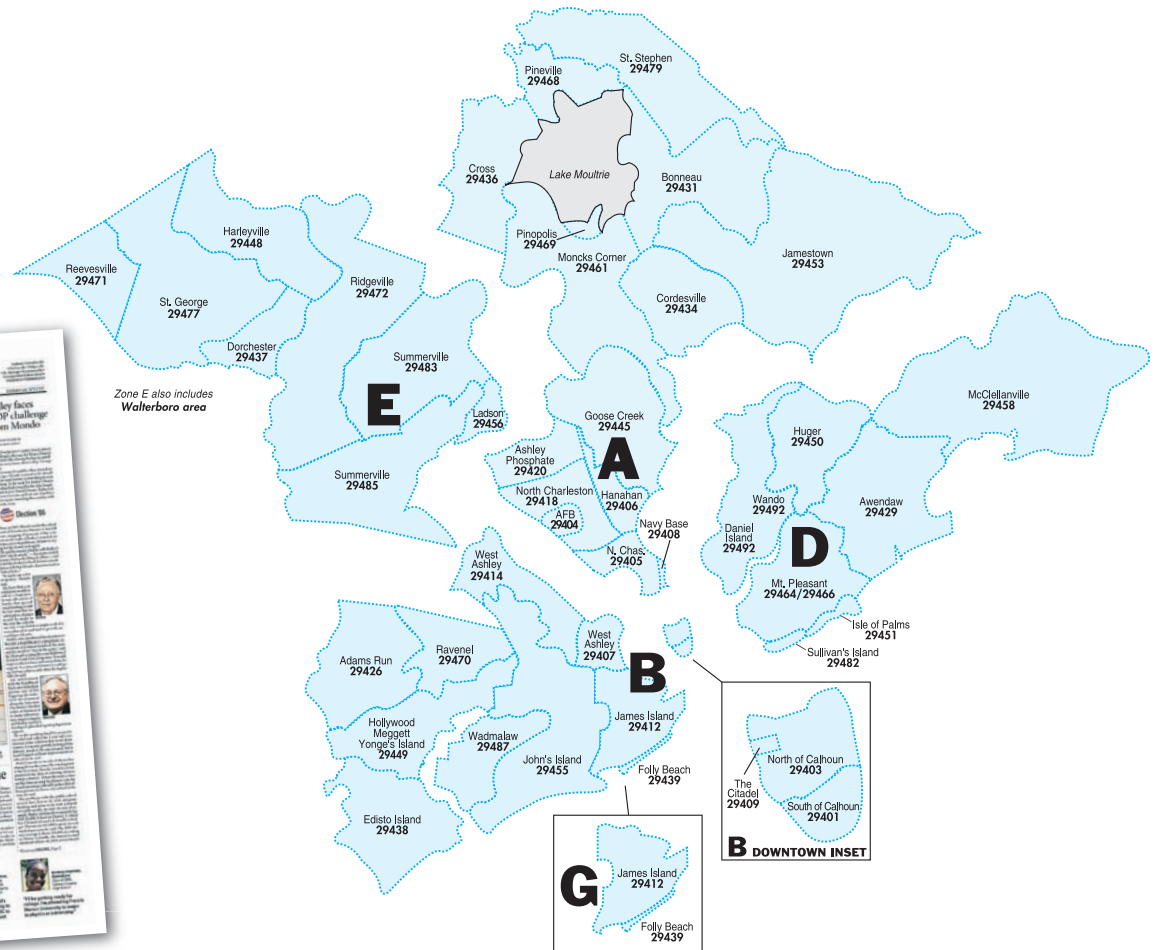




# Zoned Editions

Target your message

The Post and Courier now offers zoned editions in five geographic areas three days a week: Wednesday, Thursday and Friday. Zoned distribution allows you to focus your advertising message to the areas that bring the best return on investment for your business. Your Account Executive can provide detailed demographic information for each zone to help you make an informed decision on where to advertise.



## ZONE A — North Charleston and Berkeley County Circulation 26,708

North Charleston, Charleston AFB, Hanahan, Moncks Corner, Goose Creek, Pinopolis, St. Stephen, Bonneau, Cross, Pineville, Jamestown, Cordesville

## ZONE B — Downtown, West Ashley and James Island Circulation 32,156

South of Calhoun, North of Calhoun, The Citadel, West Ashley, Edisto Island, Folly Beach, James Island, John's Island, Seabrook Island, Wadmalaw Island, Yorges Island, Adams Run, Hollywood, Meggett, Ravenel

## ZONE D — East Cooper Circulation 19,291

Mount Pleasant, Sullivan's Island, Isle of Palms, Awendaw, Huger, McClellanville, Daniel Island and Wando

## ZONE E — Summerville Circulation 20,213

Summerville, Ladson, Ridgeville, St. George, Harleyville, Dorchester, Reevesville and Walterboro

## ZONE G — James Island (The Journal) Circulation 7,413

James Island, Folly Beach

**The Post and Courier**

BECAUSE KNOWING  
MAKES A DIFFERENCE.



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

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

Dollar Volume Agreement	ROP			ZONES				
	ROP Daily	Sunday / Preview	Frequency Level	ZONE A North Chas/ Berkeley County	ZONE B Downtown/ W. Ashley, James Island	ZONE D East Cooper	ZONE E Summerville	ZONE G James Island Journal
\$150,000-\$199,999	\$44.14	\$49.93	11-19	\$9.85	\$12.76	\$6.78	\$6.82	\$7.59
\$125,000-\$149,999	\$44.71	\$50.68	10	\$10.04	\$13.00	\$6.91	\$6.95	\$7.59
\$100,000-\$124,999	\$45.29	\$51.25	8	\$10.22	\$13.24	\$7.04	\$7.08	\$7.59
\$75,000-\$99,999	\$45.86	\$51.94	8	\$10.41	\$13.48	\$7.17	\$7.21	\$7.59
\$60,000-\$74,999	\$46.15	\$52.28	8	\$10.59	\$13.72	\$7.29	\$7.34	\$7.59
\$50,000-\$59,999	\$46.38	\$52.51	7	\$10.78	\$13.96	\$7.42	\$7.46	\$7.59
\$40,000-\$49,999	\$46.66	\$52.85	7	\$10.96	\$14.20	\$7.55	\$7.59	\$7.59
\$30,000-\$39,999	\$47.01	\$53.25	6	\$11.15	\$14.45	\$7.67	\$7.72	\$7.59
\$25,000-\$29,999	\$47.12	\$53.37	5	\$11.33	\$14.68	\$7.80	\$7.85	\$7.59
\$20,000-\$24,999	\$47.35	\$53.60	5	\$11.52	\$14.92	\$7.93	\$7.98	\$7.59
\$15,000-\$19,999	\$47.58	\$53.89	5	\$11.70	\$15.17	\$8.06	\$8.11	\$7.59
\$10,000-\$14,999	\$47.75	\$54.06	4	\$12.07	\$15.65	\$8.32	\$8.36	\$7.59
\$7,500-\$9,999	\$47.98	\$54.34	4	\$13.01	\$16.85	\$8.96	\$9.01	\$7.59
\$5,000-\$7,499	\$48.44	\$54.86	2	\$14.86	\$19.26	\$10.24	\$10.29	\$7.59
\$2,500-\$4,999	\$55.03	\$62.39	2	\$15.79	\$20.46	\$10.88	\$10.94	\$7.59
OPEN	\$68.33	\$75.21	open	\$18.58	\$24.07	\$12.79	\$12.87	\$7.59
National / Regional Zoned Rates			—	\$21.87	\$27.77	\$15.05	\$15.62	\$9.32

all rates are per net column inch

## Frequency Discounts

Frequency discounts apply for clients running zone ads in the same zone in the same week. e.g. (Wed., Thurs., Fri.) 5% additional discount per run.

## Zone Color Rates

Black and white plus one color \$250  
 Black and white plus two colors \$350  
 Black and white plus three colors \$550

**Merchant group or co-op discount: 15%.**

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