

### ROP Bulk/Contract Newsplan Rates (gross)

ANNUAL BULK INCHES	DAILY	SUNDAY/PREVIEW
OPEN	\$167.87	\$191.71
63	152.38	176.86
126	149.59	171.29
252	148.12	169.89
504	145.76	168.03
1008	144.40	165.18
2016	141.50	162.39
4032	136.84	156.23
6048	134.59	152.90
10,080	131.67	150.06

Thanksgiving Day and Christmas Day will be charged at the Sunday rate.

### Charleston Circulation Coverage

Full circulation rates include value-added circulation in *The Post and Courier*, *The Summerville Journal-Scene*, *The Moultrie News*, *The Georgetown Times*, *The Kingstree News*, *The Goose Creek Gazette*, *The Journal (James Island)* and *The Berkeley Independent (Moncks Corner)* for a total circulation of 178,958 daily and 193,204 Sunday.

### Non-Profit Organizations

Call (843) 937-5443 for rates.

### Sunday Magazine Section

Parade Magazine in *The Post and Courier* only.

### Split Run

Accepted in black and white Tuesday or Wednesday. Leeway of insertion requested. Minimum 21 inches. \$200 extra service charge per ad (non-commissionable) when materials are furnished. \$450 extra charge for A/B split inserts.

### Color Rates

	1 COLOR	2 COLORS	3 COLORS
Daily	\$1,100	\$1,400	\$1,800
Sunday	\$1,300	\$1,600	\$2,000

### 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	\$120	\$250
31.75 inches to 63 inches	\$240	\$600
63.25 inches to 94.5 inches	\$350	\$900
94.75 inches to 126 inches	\$480	\$1200

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.

### 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.

<b>FIRST AD .....</b>	<b>FULL PRICE</b>	
<b>2nd run, same ad .....</b>	<b>20% off</b>	<b>5th run, same ad.....70% off</b>
<b>3rd run, same ad .....</b>	<b>40% off</b>	<b>6th run, same ad.....80% off</b>
<b>4th run, same ad.....</b>	<b>60% off</b>	<b>7th run, same ad.....90% off</b>

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.

### Commission Terms of Payment

A 15% commission will be granted to all recognized advertising agencies. Cash discounts are not allowed. A late charge of 1.5% per month (18% APR) will be added to all national accounts with balances past due after 60 days.

Agencies are responsible for payment of invoices for advertising placed by them on their own behalf or on behalf of clients. In lieu of agency responsibility, written documentation must be provided whereby the account assumes responsibility for payment.

**The Post and Courier**

BECAUSE KNOWING  
MAKES A DIFFERENCE.



## Preprint Insert Rates (gross\*)

TAB PAGES	OPEN CPM	6X	12X	18X	24X	36X	48X	60X
2	\$51	\$50	\$48	\$47	\$46	\$45	\$44	\$43
4	\$58	\$57	\$55	\$54	\$53	\$52	\$51	\$50
6-8	\$79	\$78	\$76	\$75	\$74	\$73	\$72	\$71
10-12	\$84	\$83	\$81	\$80	\$79	\$78	\$77	\$76
14-16	\$88	\$87	\$85	\$84	\$83	\$82	\$81	\$80
18-20	\$92	\$91	\$89	\$88	\$87	\$86	\$85	\$84
22-24	\$97	\$96	\$94	\$93	\$92	\$91	\$90	\$89
26-28	\$101	\$100	\$98	\$97	\$96	\$95	\$94	\$93
30-32	\$106	\$105	\$103	\$102	\$101	\$100	\$99	\$98
34-36	\$110	\$109	\$107	\$106	\$105	\$104	\$103	\$102
38-40	\$114	\$113	\$111	\$110	\$109	\$108	\$107	\$106
42-44	\$118	\$117	\$115	\$114	\$113	\$112	\$111	\$110
46-48	\$123	\$122	\$120	\$119	\$118	\$117	\$116	\$115
50-52	\$127	\$126	\$124	\$123	\$122	\$121	\$120	\$119
54-56	\$131	\$130	\$128	\$127	\$126	\$125	\$124	\$123
58-60	\$135	\$134	\$132	\$131	\$130	\$129	\$128	\$127

- Add \$2 per thousand for quantities less than full run and TMC products.
- Oversized pieces (larger than 8.5 x 11) charged as 4-page tab.
- Pieces over 11.5 x 12.5 must be folded.
- All inserts must run during calendar year to qualify.
- Rates on larger sizes available upon request.
- Non-profit (church, schools, etc.) and Packaged Goods: 48x rate.
- No masthead or date required.
- National Sales Representatives:  
Metro-Suburbia, Inc.  
2000 River Edge Parkway, Suite 650  
Atlanta GA 30328, (770) 955-2335  
South Carolina Press Association  
POB 11429, Columbia SC 29211  
(803) 750-9561

## Preprint Deadlines

The deadline for preprint reservations is 14 days prior to publication. Printed materials must be delivered to The Post and Courier 10 days prior to publication (see "Delivery of Preprints").

## Delivery of Preprints

Preprints accepted Monday through Friday from 8:30 a.m. to 4:30 p.m. at 134 Columbus St., Charleston SC 29403-4800. Preprints must arrive at our plant 10 days prior to insertion. Polybags and sample bags must be delivered 15 days prior to insertion.

## 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.

## Preprint Labeling

Must be labeled "Advertising Supplement" if it resembles a letter or editorial material. Single sheet specifications: standard 8 1/2 x 11 inches. Oversized sheets (over 10 x 11) charged as 4-page tab.

## 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."

## 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.

## Sunday Comics Section Ads

*The Post and Courier* only

### COLOR RATES (flat, 4 colors)

*Metropolitan Sunday Newspapers, Inc.*

Full page.....	\$6108
2/3 Page.....	\$4072
1/2 Page.....	\$3053
1/3 Page.....	\$2037
1/6 Page.....	\$1018
Photo Mailer Envelope w/full page comics.....	\$1280

### MECHANICAL INFORMATION

	width	depth
Full Page.....	11.125"	20"
3/4 Page.....	11.125"	15"
1/2 Page.....	11.125"	9.75"
1/3 Page.....	11.125"	6.5"
1/4 Page.....	11.125"	4.25"
1/6 Page.....	11.125"	3"
Impact Strip.....	11.125"	1"

### MECHANICAL SPECS

Please call your account executive for details.

### PRINTING MATERIALS SHOULD BE SENT TO

Western Colorprint, attn: Jennifer Tille  
8830 Appling Ridge; Cumming, Georgia 30041;  
(678) 513-8939 jhatfield@westerncolor.com

### RESERVATION/CLOSING TIME

35 days before publication.

## Sunday Comic Spadeas & Gatefolds

*Sunday Comic Spadeas and Gatefolds* are also available. Please ask your account executive for more information.