

scnow.com  
**2015** **DIGITAL** **MEDIA KIT**

**BH** MEDIA GROUP  
A Berkshire Hathaway Company

Morning News scnow.com

**SCNOW.COM**  
**265,000 UNIQUE VISITORS MONTHLY**  
**1,200,000 PAGE VIEWS MONTHLY**

scnow.com  
**2015 DIGITAL** MEDIA KIT



SCNOW.com is the leading one stop news, weather and entertainment source for the Pee Dee area in South Carolina.

		SCNOW.COM USER
<b>■ GENDER</b>		
	Male	41%
	Female	59%
<b>■ AGE</b>		
	25-34	15%
	35-44	22%
	45-54	20%
	55-64	12%
<b>■ HOUSEHOLD INCOME</b>		
	\$0 - \$50,000	48%
	\$50,000 - \$100,000	32%
	\$100,000 +	20%
<b>■ EDUCATION</b>		
	No College	43%
	College Graduate	42%
	Post Graduate Work / Degree	14%

**UNIQUE VISITORS**  
 265,000 monthly\*

**PAGE VIEWS**  
 1.2 MILLION monthly\*

\*2014 Google Analytics

728x90

200x90

CAMRY GETS BETTER MPG THAN ACCORD AND FUSION

CLICK HERE FOR 20% OFF YOUR NEW CAMRY

Florence TOYOTA

Spring and Summer Apparel Shoe

Safe CYNTHIA

960x30 EXPANDS TO A 960x300

schow.com Morning News Online

31° Clear

HOME NEWS SPORTS LIVING ENTERTAINMENT OBITS OPINION ABOUT US SUBSCRIBE

STOMP FRANCIS MARION UNIVERSITY PERFORMING ARTS CENTER

300x250 X2

TOP STORIES

LOCAL

Former Timmonsville clerk files suit against AG

Read 14 hours ago

Comments (0)

TIMMONSVILLE, S.C. — A former Timmonsville town clerk, who was tried twice on forgery and misconduct charges has filed a lawsuit against the S.C. Attorney General and others involved in her investigation, alleging vindictive prosecution.

ARE YOU FLORENCE'S FITTEST?

pep deals

click here for today's deals

300x250 OR 300x600

Bethany Baptist Church, Dr. King remembrance and ma...

LAMAR, S.C. — Bethany Baptist Church in Lamar, SC, celebrated the life of Dr. Martin Luther King, Jr. with a march through town and K&Wica at the church.

2013 Florence Christmas Parade

Behind the scenes shopping at Kohl's

Florence Chamber Harkens Shake

OPINION

CITIZEN COLUMNIST: But were just friends!

LETTER TO THE EDITOR: Why is the Morning News OK with only attacking Christians?

LETTER TO THE EDITOR: Tolerance means defending beliefs that don't always agree with yours

LETTER TO THE EDITOR: It is now time to clean house

More Opinion

ONLINE POLL

What is the No. 1 thing you like to see the S.C. Legislature accomplish this session?

What is the No. 1 thing you like to see the S.C. Legislature accomplish this session?

Education

Address Infrastructure

Reform Ethics

Nullify Obamacare

Other

Vote View Results

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728x90

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Smartphones, tablets, accessories, and more

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on low deals free shipping

SECTIONS: Home, News, Sports, Living, Entertainment, Obit, Opinion, Weather

SERVICES: About Us, Contact Us, Advertise, Subscription Services, Submission Forms, Site Index, Add Search Toolbar

CONTACT US: Morning News, Phone number: 843-317-1121, Email: news@schow.com, Address: 330 S. Doran Street, Florence, SC 29501

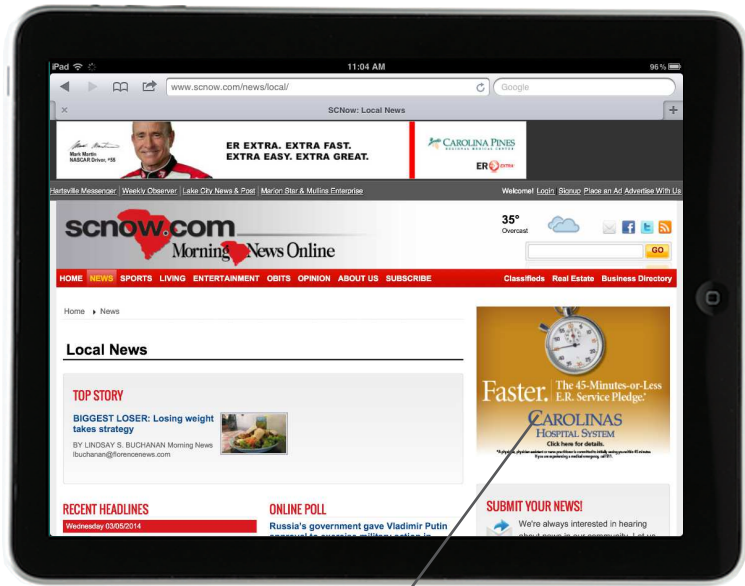
SEARCH: Search for: All, Hottville Meeting, The Osburn, Lala City News And Post, News, Sports, Living, Entertainment

**MOBILE**

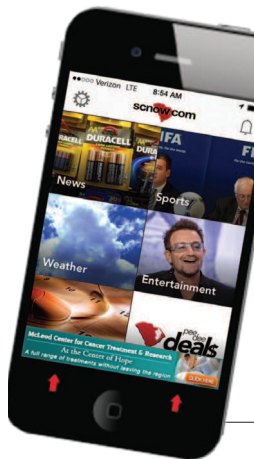
**AVERAGE UNIQUES**  
78,000+\*

**AVERAGE PAGE VIEWS**  
367,000+\*

\*2014 Quanteast



**MOBILE**  
**300x50**  
OR  
**300x250**



**MOBILE APP**  
AD SIZE: 300X50

<b>MOBILE (CPM)</b>	
Mobile Site Banners	\$10.00
Mobile App Banners	\$12.00

<b>BANNER RATES</b> (Cost Per Thousand)	Impressions per month			
	50,000+	75,000+	100,000+	150,000+
Sitewide: Open Rate: \$4 Base CPM	\$200	\$300	\$400	\$600
Sitewide: ATF Open Rate: \$8 CPM	\$400	\$600	\$800	\$1200
Homepage Only: Open Rate: \$8 CPM	\$400	\$600	\$800	\$1200
Section Only: Open Rate: \$7 CPM	\$350	\$525	\$700	\$1050
<b>Add On (Cost Per Thousand)</b>				
ATF (Above the Fold)				\$4.00
Homepage				\$4.00
Section (News, Obits, Sports, etc)				\$3.00
Time of Day Targeting				\$2.00
300 x 600 Creative Position				\$2.00

<b>MOBILE (CPM)</b>	
Mobile Site Banners	\$10.00
Mobile App Banners	\$12.00

<b>Special Pricing</b>	Run Time			
	1x	3x	5x	10x
Homepage Pencil Ad	\$250	\$225	\$210	\$200
Site Skin & Homepage Strip Ad Combo	\$850	\$750	\$650	\$550
Homepage Roadblock	\$2,000	\$1,750	\$1,500	\$1,250
Site Skin and Roadblock	\$2,500	\$2,250	\$2,000	\$1,750
Splash Page	\$50			

<b>DEADLINES</b>		
DAY	ORDER DEADLINE	APPROVAL DEADLINE
MONDAY	WEDNESDAY .... 4PM	THURSDAY ..... 4PM
TUESDAY	THURSDAY ..... 4PM	FRIDAY ..... 4PM
WEDNESDAY	FRIDAY ..... 4PM	MONDAY ..... 4PM
THURSDAY	MONDAY ..... 4PM	TUESDAY ..... 4PM
FRIDAY	TUESDAY ..... 4PM	WEDNESDAY ..... 4PM
SATURDAY	WEDNESDAY .... 4PM	THURSDAY ..... 4PM
SUNDAY	WEDNESDAY .... 4PM	THURSDAY ..... 4PM

**PAGE VIEWS**  
[ 1.2 MILLION PER MONTH\* ]

**UNIQUE VISITORS**  
[ 265,000 PER MONTH\* ]

\*2014 Google Analytics

**E-BLAST**

Reach users looking for savings and specials with this custom-tailored email newsletter that can be timed perfectly with your next promotional event, sale or special offer.

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E-Blasts	Frequency/Month			
	1x	2x	3x	4x
Open	\$600	\$550	\$500	\$450

Daily E-Newsletter	Frequency/Month				
	1x	2x	3x	4x	5x
Open	\$110	\$105	\$100	\$95	\$90

# Digital Services

DIGITAL SERVICES

## Design Services

Our veteran Ad Designers can design specs or finished layouts for one advertisement or an entire campaign.

While most services are free, there are reasonable chargers for original art and logo designs. Contact your account executive for more information.

## Marketing Services

The Morning News Marketing Department offers a wealth of research resources, including local demographics on every major industry, aimed at helping you gain a better understanding of our local marketplace.

Available data includes media reach, consumer demographics, zip code information, retailer's and shopping centers' share of market, co-op information, maps and consultation. Please contact your account executive for more information.

## SCNOW Digital Products & Consultation

Our digital division offers the essential advertising, web products, and consultative services that you need to gain a competitive advantage online.

Highly effective digital advertising options include large format and rich media positions on scnow.com, exclusive offers on PeeDeeDeals.com, classified listings, and directory listings in the local business directory Find It Local.

From there, we offer extensive upgrades and unique ways to interact with consumers. Advertisers may sponsor/co-sponsor popular local contests like the College Football Pickoff, Pro Football Challenge, or the Holiday Decoration Contest. these contests offer advertisers a unique way to connect with their customers, and the option to gain additional momentum by offering prizes to winners.

We go beyond simply offering targeted advertising solutions online. In an effort to be your marketing solution partner, we also offer many essential services such as graphic design, mobile responsive websites, email marketing, online reputation reporting, search engine marketing, and more. Our services are directly aligned to help your business maximize the return on investment you experience from your marketing.

## Electronic Ad Delivery

Sending us your ad is easy. Acceptable file types include:

- .jpg, .pdf, .psd, .gif, .png.

(Only send .psd files when more work needs to be done to the ad. If the ad is final, please use .pdf, .jpg, or .gif formats)

- E-mail - you can send your completed ads to [trafficdesk@florencenews.com](mailto:trafficdesk@florencenews.com).

**For more information, contact your Account Executive, or the Digital Sales Specialist:**

**Michael Coit**

**[mcoit@florencenews.com](mailto:mcoit@florencenews.com)**

**843.317.7230**

## Additional Advertising Services:



Pee Dee Deals Advertising



Search Engine Marketing



Google Display Network

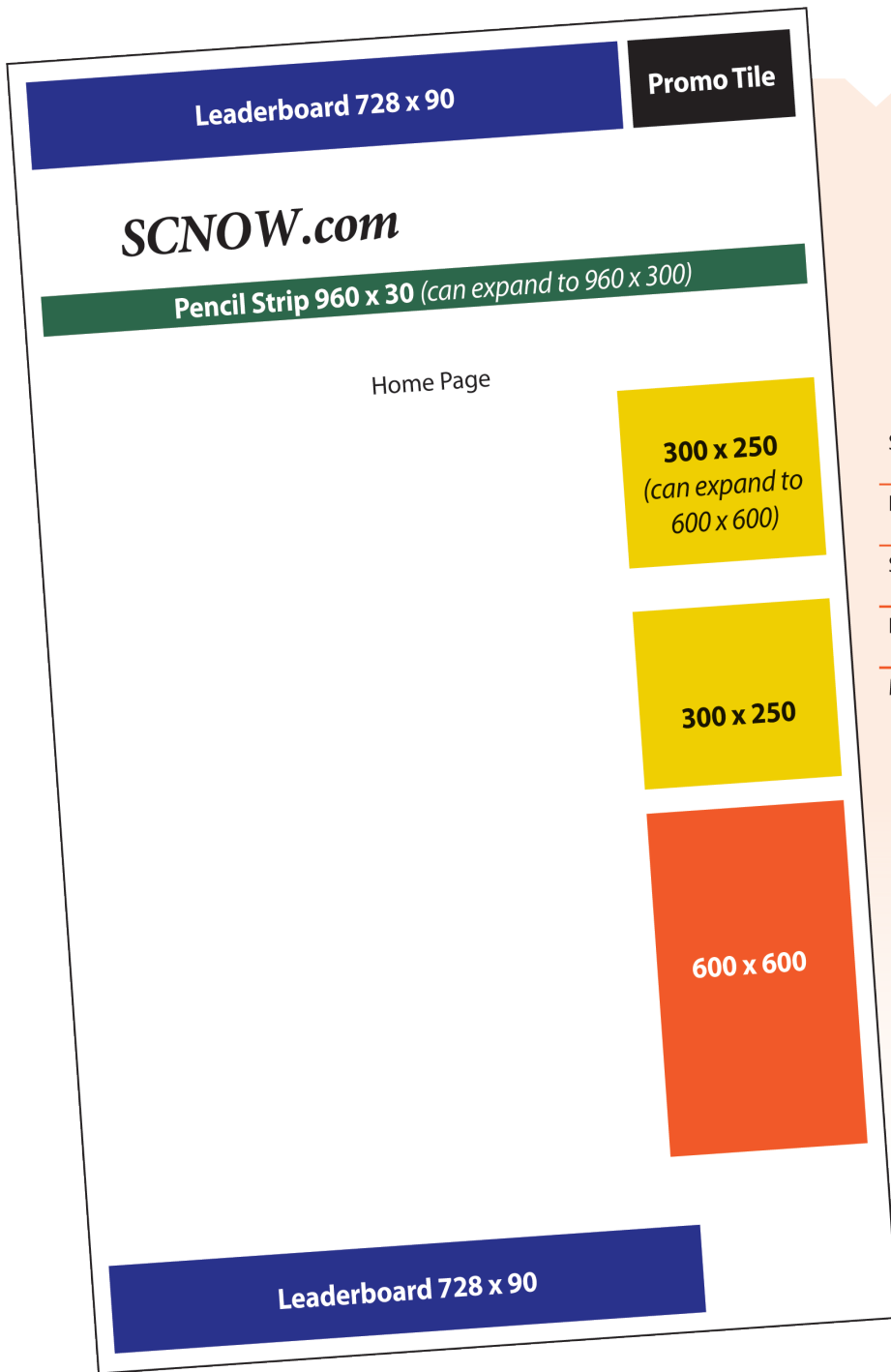
Morning News  

**Contact your Account Executive for details  
and custom pricing**

2015  
SCNOW.COM  
DIGITAL  
MEDIA KIT

# Available Ad Sizes & Deadlines

**SIZING & DEADLINES**



## Deadlines

Site Skin	5 Business Days
Email	5 Business Days
Standard Banners	3 Business Days
Rich Media	5 Business Days
Mobile	3 Business Days



# Contact Us Today!

## Personnel

Bill Cranford  
**Advertising Director**  
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(843) 317-7232

Michael Coit  
**Digital Sales Specialist**  
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(843) 317-7230

Mary Revollo  
**Major Accounts Sales Manager**  
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Terri Lovell  
**Senior Retail Sales Representative**  
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Kim Nida  
**Automotive Sales Representative**  
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**Medical/Retail Sales Representative**  
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Carrie Lloyd  
**Inside, Recruitment Sales Representative**  
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Audrey Hobbs  
**Recruitment Sales Representative**  
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(843) 317-7233

Mark Rowe  
**Retail Sales Representative**  
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(843) 317-7240



## **MOBILE APP**

AD SIZE: 300X50

### **MOBILE (CPM)**

Mobile Site Banners

\$10.00

Mobile App Banners

\$12.00