

CONNECTING WITH LOCALS AND SHARING
ALL THE GRAND STRAND HAS TO OFFER



**MYRTLE
BEACH
HERALD**

**MEDIA KIT &
ADVERTISING RATES**



**YOUR LOCAL LEADER IN
COMMUNITY NEWS FOR 40 YEARS**

MYRTLE BEACH HERALD | HORRY INDEPENDENT | CAROLINA
FOREST CHRONICLE | NORTH STRAND NEWS | LORIS SCENE

CONNECT WITH YOUR AUDIENCE ON THE GRAND STRAND.

The New Myrtle Beach Herald is the newest publication from My Horry News. This full color tabloid reaches over 30k readers across the Grand Strand Weekly and combined with digital reaches over 70k readers weekly.



30K

WEEKLY READERS



175K

MONTHLY VISITORS TO MYHORRYNEWS.COM



100

Pick up locations



37K

SOCIAL FOLLOWERS



20K

EMAIL SUBSCRIBERS



THE NEW MYRTLE BEACH HERALD

- NEWEST FULL COLOR TABLOID SIZED PUBLICATION WITH A MODERN TWIST
- FEATURING BUSINESSES, RESTAURANTS, AND HAPPENINGS ON THE GRAND STRAND
- TARGETING LOCALS IN MYRTLE BEACH, SURFSIDE, GARDEN CITY, SOCASTEE, AND MURRELLS INLET
- FREE AD DESIGN AND STRATEGY INCLUDED WITH ALL PACKAGES
- DIGITAL AD IMPRESSIONS INCLUDED WITH ALL PACKAGES
- PAIR ANY PACKAGE WITH A CUSTOM EMAIL, SOCIAL, OR SEARCH CAMPAIGN FOR MAXIMUM REACH



MYRTLE BEACH HERALD

Special

INTRODUCTORY RATES

Weekly pricing includes full color!

ONE TIME

CONTRACT

FULL PAGE

4 COLUMNS (10") X 12.75

FULL COLOR

DIGITAL INCLUDES:

300X600 PIXELS

10,000 IMPRESSIONS WEEKLY

\$730

\$620

HALF PAGE

4 COLUMNS (10") X 6.25

2 COLUMNS (4.95") X 12.75

FULL COLOR

DIGITAL INCLUDES:

300X600 PIXELS

10,000 IMPRESSIONS WEEKLY

\$465

\$395

QUARTER PAGE

2 COLUMNS (4.95") X 6.25"

FULL COLOR

DIGITAL INCLUDES:

300X250 PIXELS

10,000 IMPRESSIONS WEEKLY

\$295

\$250

EIGHTH PAGE

2 COLUMNS (4.95") X 3"

FULL COLOR

DIGITAL INCLUDES:

300X250 PIXELS

10,000 IMPRESSIONS WEEKLY

\$195

\$165



CONTACT US

SHARI HARMS

ADVERTISING DIRECTOR

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PHONE: (843) 488 - 7254



3 MONTH CONTRACT PRINT & DIGITAL PACKAGES

All ads include full color.

OPTION #1 \$275/MONTH

VALUE \$388

- > **MY HORRY NEWS DIGITAL AD**
20,000 IMPRESSIONS MONTHLY
300X250 PIXELS
- > **WEEKLY EMAIL NEWSLETTER**
EMAIL SENT TO AN AUDIENCE OF OVER 18K
SUBSCRIBERS.
- > **EIGHTH PAGE PRINT AD**
AD PLACED 2X/MONTH
2 COLUMNS (4.95") X 3"

OPTION #2 \$500/MONTH

VALUE \$660

- > **MY HORRY NEWS DIGITAL AD**
20,000 IMPRESSIONS MONTHLY
300X250 PIXELS
- > **WEEKLY EMAIL NEWSLETTER**
EMAIL SENT TO AN AUDIENCE OF OVER 18K
SUBSCRIBERS.
- > **QUARTER PAGE PRINT AD**
AD PLACED 2X/MONTH
2 COLUMNS (4.95") X 6.25"

OPTION #3 \$1,200/MONTH

VALUE \$1,608

- > **MY HORRY NEWS DIGITAL AD**
40,000 IMPRESSIONS MONTHLY
300X600 PIXELS
- > **WEEKLY EMAIL NEWSLETTER**
EMAIL SENT TO AN AUDIENCE OF OVER 18K
SUBSCRIBERS.
- > **HALF PAGE PRINT AD**
AD PLACED 2X/MONTH
4 COL (10") X 6.25" | 2 COL (4.95") X 12.75"
- > **EMAIL PROMOTION**
ONE EMAIL BLAST/ MONTH TO AUDIENCE
OF OVER 20K SUBSCRIBERS

OPTION #4 \$1,500/MONTH

VALUE \$1,840

- > **MY HORRY NEWS DIGITAL AD**
40,000 IMPRESSIONS MONTHLY
300X600 PIXELS
- > **WEEKLY EMAIL NEWSLETTER**
EMAIL SENT TO AN AUDIENCE OF OVER 18K
SUBSCRIBERS.
- > **FULL PAGE PRINT AD**
AD PLACED 2X/MONTH
4 COLUMNS (10") X 12.75"
- > **EMAIL PROMOTION**
ONE EMAIL BLAST/ MONTH TO AUDIENCE
OF OVER 20K SUBSCRIBERS