



The Post and Courier

MEDIA KIT 2023

Who We Are



Founded in 1803, The Post and Courier is the oldest newspaper in the South and the second oldest in the United States. In 1896, Lowcountry Rice Planter Arthur Middleton acquired the newspaper and has remained a family-owned, independently held media company ever since.

In the 1990s The Post and Courier's parent company Evening Post Publishing, Inc. began purchasing community newspapers across the state of South Carolina which laid the groundwork for a unified state-wide media company. In 2021, The Post and Courier split from its parent company Evening Post Publishing Company and along with the community papers formed Evening Post Publishing Newspaper Group.

In 2016, The Post and Courier leadership decided to begin expansions into South Carolina markets beyond Charleston, with the goal of becoming a statewide network for local journalism and advertising solutions. Since that time, The Post and Courier has expanded its statewide reach under its localized brands in Greenville, Columbia, Myrtle Beach, Spartanburg and Hilton Head adding local dedicated journalists in each market. The Post and Courier continues its plans to grow throughout the Palmetto state.

In addition to The Post and Courier newspaper, the company publishes numerous newspaper brands across South Carolina, including Aiken Standard, Summerville Journal Scene, The Gazette, The Berkeley Independent, Moultrie News, The Star, Free Times, Georgetown Times and Kingstree News.

The Post and Courier recently relocated its offices from 134 Columbus St., Charleston, SC to 148 Williman St. Charleston, SC in 2021 and is building a new, modern press facility in North Charleston. This move positions The Post and Courier more central to the rapid growth of the region and growing commercial print operation. With many honors and accolades to its credit, the newspaper has garnered the highest awards in journalism often besting much larger media conglomerates including two Pulitzer Prizes.

Today, The Post and Courier and Evening Post Publishing together an impressive statewide audience of more than 200,000 weekly print readers and nearly 2 million unique online readers per month. Our e-newsletter audiences near 300,000 and our teams deploy more than 3 million content focused emails each month.



Our Audience and the Market

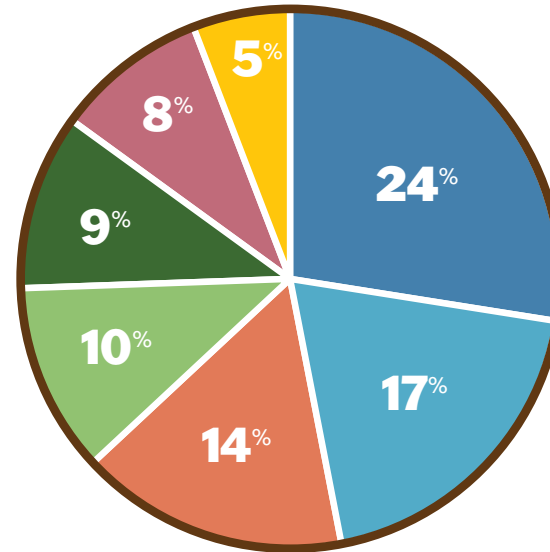
Market Overview



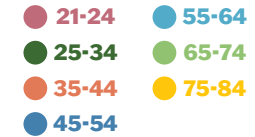
860,791

Households Averages:

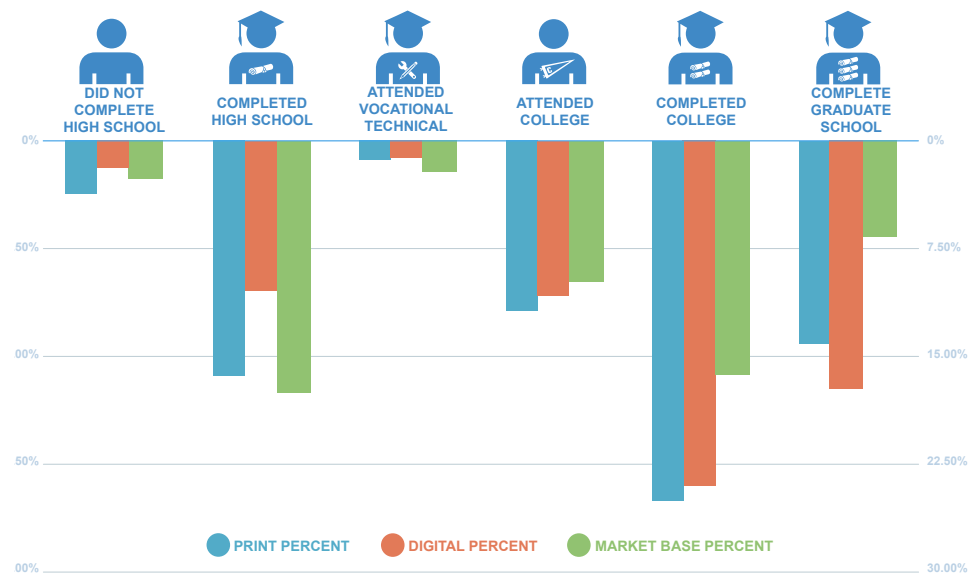
- Income: **\$94,620**
- Discretionary Income: **\$23,493**
- Donor Capacity: **\$805**
- Home Value: **\$222,136**
- Age: **56**
- Length of Residence: **7 Years**
- Year Home Built: **1989**
- Home Square Footage: **2,587**
- Children Present in Home: **15%**



Readers Age



Reader Education Levels



Our Print Subscribers

Subscribers Overview



27,616

Subscribers Averages:

- Income: **\$185,653**
- Discretionary Income: **\$61,207**
- Donor Capacity: **\$2,835**
- Home Value: **\$440,319**
- Age: **65**
- Length of Residence: **10 Years**
- Year Home Built: **1984**
- Home Square Footage: **2,652**
- Children Present in Home: **11%**

Customer Location

Percent Subs by Zip code



Our Digital Subscribers

Digital Overview



24,175

Subscribers Averages:

- Income: **\$255,979**
- Discretionary Income: **\$65,199**
- Donor Capacity: **\$3,069**
- Home Value: **\$606,668**
- Age: **57**
- Length of Residence: **7 Years**
- Year Home Built: **1985**
- Home Square Footage: **3,057**
- Children Present in Home: **14%**

Digital Customer Location

Percent of Digital Subs by Zip code



Our Digital Reach



137,419
Facebook Likes



81.3k
Instagram Followers



143.7k
Twitter Followers



9.66k
Youtube Subscribers



17,599,272
Annual Website Users



Over 3M
Emails sent per month

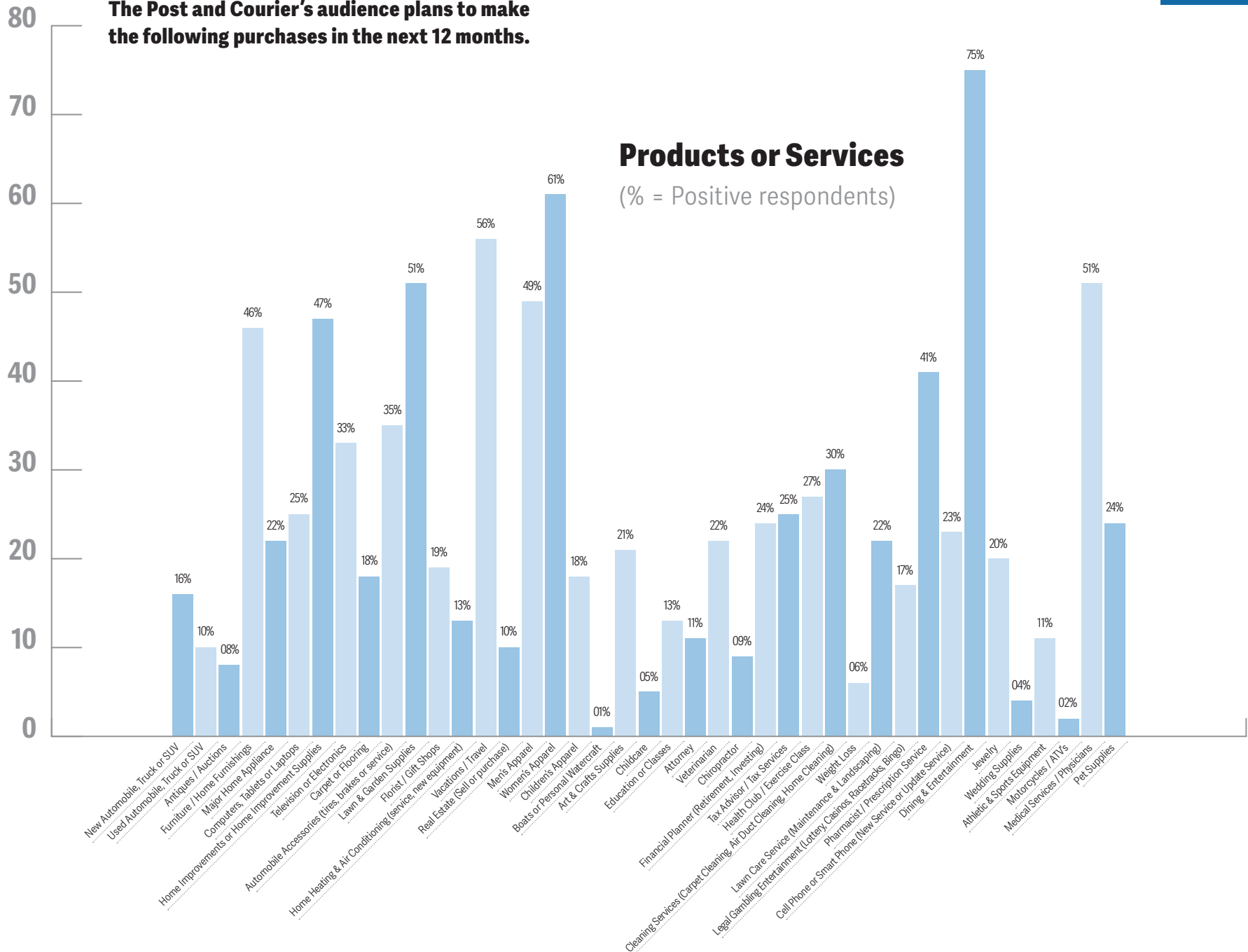


256,000+
Newsletter Subscribers



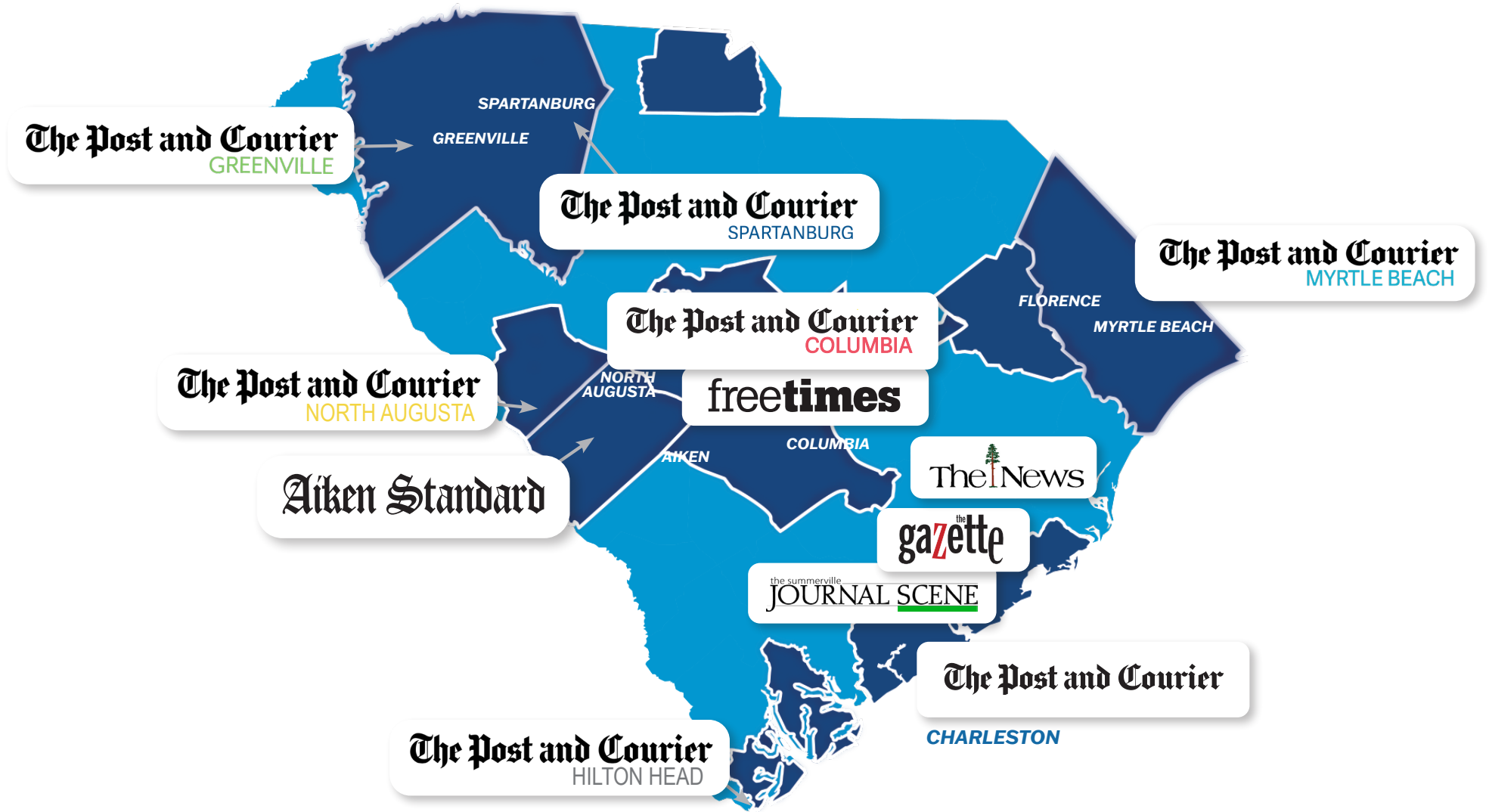
Consumer Purchasing Plans

The Post and Courier's audience plans to make the following purchases in the next 12 months.





The Post and Courier is now statewide



Our Events 2023



parent
Kids Club
Live!
February 11, 2023

A full-day family and pet-friendly event with fun activities for kids of all ages. It will feature all day stage entertainment in addition to off-stage games, crafts, and giveaways from local businesses.

SpellBound!
The Post and Courier
March 9, 2023

One of The Post and Courier's most popular academic competitions is SpellBound! Kids from districts across the tri-county region compete for the title of Champion and then head to Washington, DC to compete in the next level. The public is invited to attend and cheer on their favorite speller or school district.

ADULT EGG HUNT
March 26, 2023

Egg hunts are no longer just for kids! The Post and Courier's annual Adult Egg Hunt features eggs filled with fun prizes ranging from TVs and tablets to services and experiences from local spas, restaurants, bars, and more!

Cast it FORWARD
The Post and Courier
BENEFITING RELEASE OVER 20
April 29, 2023

The Post and Courier has partnered with a local non-profit, Release Over 20, to share their message about conserving our local fisheries. RO20's goal is to increase awareness and what better way to reach the people of SC, than one of the largest media companies in the state?

BOOK & AUTHOR
May 11, 2023

The Post and Courier's Book and Author Luncheon is the most prestigious and well-attended literary luncheon in the Southeast. This year we are celebrating 30 years of bringing international, best-selling, and Pulitzer Prize-winning authors to Charleston, South Carolina.

Royal Ball
July, 2023

Lowcountry Parent hereby requests everyone's presence for an evening of elegance at their Annual Royal Ball. Children across the Lowcountry land will dress in their gowns and crowns to mingle with their favorite characters and enjoy a royal celebration! What better way to be in front of engaged families!

Charleston's Choice is The Post and Courier's community-driven voter's choice awards. Businesses and readers can nominate their top "choice" businesses across the Lowcountry.

The Post and Courier
CHARLESTON'S CHOICE
September 2023

Bicycle Across South Carolina (BASC) is a multi-day gravel ride that takes participants off the road and onto the scenic trails of South Carolina. Riders will experience the adventure of a lifetime as they explore rural gravel roads, camp under an endless country sky, and engage with a community of like-minded enthusiasts.

BASC
October 2023

Bring your friends and family for a splendid day spent outdoors watching world-class horse racing. In between the races, take advantage of early holiday shopping by visiting our Merchant Market filled with the best of Lowcountry artisans. Bring a tailgate spread and enjoy an afternoon of fun.

The Post and Courier
STEEPLECHASE
of CHARLESTON
November 12, 2023

Pints & Politics is an event for anyone interested in local government and those involved! Our reporters serve as moderators to guide political discussions. Attendees are encouraged to submit their questions as well.

Pints & Politics
Reoccurring

The award-winning and ongoing Post and Courier series "Boom & Balance" explores the challenges ahead and the solutions being tested as rapid population growth and development continue to outpace expectations and reshape South Carolina. Join us for our live events, hosted and moderated by our award-winning journalists, joined by panelists who are experts in the field of growth and development.

BOOM & BALANCE
Reoccurring

Post and Courier's food section gives avid eaters first crack at experiencing the newest dining destinations. The area's most hotly-anticipated restaurants, including many still on the cups of opening, provide samples of their menu at a taste-around format to enthusiastic foodies.

NOW OPEN
Reoccurring

E-Newsletters



Current Newsletters	Subscribers	Open Rates	Total Monthly Sends
Breaking (When it breaks)	10,167	51.6%	30,425
Business (Twice weekly)	11,236	45.5%	89,639
Charleston Scene (Weekly)	8,968	52.1%	35,699
Columbia Business (Weekly)	2,412	40.0%	2,359
Columbia Headlines (M,T,Th,Fr)	13,094	42.6%	254,008
Columbia Editor Letter (Weekly)	13,094	41.2%	70,037
Daily News (M-F)	36,737	47.1%	1,100,662
Donor Newsletter (Monthly)	828	58.7%	827
Education (Weekly)	1,057	46.8%	5,107
Evening Roundup (M-F)	36,737	46.9%	800,050
Events (Weekly)	9,490	50.1%	28,343
Focal Point (Weekly)	1,201	42.6%	4,711
Food & Dining (Weekly)	26,576	46.9%	131,563
Free Times Food (Weekly)	11,111	35.4%	55,041
Free Times Weekend (Weekly)	17,272	34.2%	66,058
Greenville This Week (M-F)	9,029	41.7%	193,435
Greenville (Upstate) Business (Weekly)	4,835	42.1%	23,925
Health & Science (Weekly)	39.5%	39.5%	109,509

Current Newsletters	Subscribers	Open Rates	Total Monthly Sends
Hilton Head (Weekly)	56.1%	56.1%	5,922
Hot Sheet (weekly)	51.0%	51.0%	32,758
Hurricane Wire (Weekly + breaking)	53.4%	53.4%	37,322
Palmetto Politics (M-F)	47.4%	47.4%	98,173
Real Estate (Weekly)	53.8%	53.8%	22,460
Subscriber-Only (Weekly)	54.9%	54.9%	23,799
Summerville Journal Scene (Weekly)	30.3%	30.3%	13,891
Lowcountry Parent (Weekly)	36.1%	36.1%	37,059
Military Digest (Weekly)	37.1%	37.1%	10,384
Myrtle Beach Editor (Weekly - T)	36.4%	36.4%	77,972
Myrtle Beach Business (Weekly)	37.5%	37.5%	13,514
North Augusta This Week (Weekly)	37.5%	37.5%	5,921
Opinion (Weekly)	42.5%	42.5%	13,161
Spartanburg (Weekly)	37.2%	37.2%	20,699
SC Picks (Twice weekly)	52.6%	52.6%	2,364
Tideline	NA	NA	NA
Understand SC	40.8%	40.8%	3,545

Current Newsletters	Subscribers	Open Rates	Total Monthly Sends
Charleston's Menu (Weekly)	162	66.7%	1,459
Gamecocks Now + The Tiger Take (Multi)	536	53.5%	17,329
Murdaugh News (Multi)	30	76.6%	139

Current Newsletters	Subscribers	Open Rates	Total Monthly Sends
College Sports (Twice Weekly)	6,115	35.7%	102,190
E-Paper (M-F)	4,788	60.1%	136,521
Greenville Real Estate (Weekly)	1,915	38.6%	5,458
Holy City How-To (Automated)	1,683	49.0%	237
Myrtle Beach Sports (Twice Weekly?)	1,406	35.7%	102,190
Myrtle Beach This Week (M,T,W,F)	15,775	31.2%	5,589
Obituaries	7,187	39.3%	215,182
Tipping Point (Weekly)	2,361	42.0%	7,018
Wrestling (Weekly)	1,576	34.2%	6,305

Projects and Events Calendar 2023



JANUARY

- Jan.8 Charleston Museum's 250th
- Jan.28 Real Estate Stats & Facts
- Jan.31 Lowcountry Parent Mom's Choice Voting Phase begins

FEBRUARY

- Feb.12 12 Black Leaders to Know / Black History Month Special Publication
- Feb. 11 Kids Club Live Event
- Feb. 15 SEWE Special Publication

MARCH

- March 6 Lowcountry Parent Magazine: Camp Guide
- March 8 101 Things to Do in South Carolina, Spring Edition Statewide
- March 9 Spellbound
- March 12 Sunshine Week
- March 26 Postcards (Subscriber Bonus Day)
- March 26 Adult Egg Hunt

APRIL

- April 16 The Holocaust Remembrance Publication
- April 19 Cast it Forward

MAY

- May 11 Book & Author Luncheon
- May 15 Lowcountry Parent Magazine: Mom's Choice
- May 17 Charleston's Choice Nomination Phase begins
- May 21 Puzzle Book (Subscriber Bonus Day)
- May 24 South Carolina Real Estate and Living Statewide Special Publication

JUNE

- June 21 Charleston's Choice Voting Phase begins

JULY

- July 23 My Charleston magazine (Subscriber Bonus Day)
- July Lowcountry Parent's Royal Ball

AUGUST

- Aug. 21 Lowcountry Parent Magazine: Back to School

SEPTEMBER

- Sept. 10 Calendar (Subscriber Bonus Day)
- Sept. 21 Charleston's Choice Event
- Sept. 24 Charleston's Choice Special Publication (Subscriber Bonus Day)
- Sept. Now Open

OCTOBER

- Oct. 4 101 Things to Do in South Carolina, Fall Edition
- Oct. Bicycle Across South Carolina (BASC)
- Oct. National Newspaper Week & Carrier Day

NOVEMBER

- Nov. 6 Lowcountry Parent Magazine: Holiday
- Nov. 8 Steeplechase of Charleston Publication
- Nov. 11 Veteran's Day Commemorative Publication
- Nov. 12 Steeplechase of Charleston Event
- Nov. 23 Thanksgiving Day paper (Subscriber Bonus Day)
- Nov. Shop Local
- Nov. Good Cheer Fund

DECEMBER

- Dec. 12 Days of Holiday Giveaways
- Dec. Shop Local
- Dec. Good Cheer Fund
- Dec. Year-End Fundraiser

LEGEND

SPECIAL SECTIONS

REAL ESTATE

CHARLESTONS CHOICE

LOWCOUNTRY PARENT

EVENTS

What Our Partners Are Saying



“

What I have enjoyed the most is being able to work on such fun, creative concepts.

•KATIE THOMPSON SOUTHERN EAGLE DISTRIBUTING•

”



“

We sold several cars the next week to customers who came in that were at the event that sparked their interest.

STEVE STRICKLAND
EXECUTIVE GENERAL MANAGER

”

SAS Shoes re-opened four weeks ago after being closed since June. First print ad ran on Monday, November 23rd for a “Buy One/Get One at 50% off” sale good through December 1st. Store manager said that after ad ran, the phone “rang off the hook!” People were thrilled that SAS had re-opened and in their same location on Sam Rittenberg. Customers recognized that SAS had been a Charleston mainstay for over 30 years!

Southeastern Galleries has been advertising in the Post and Courier every week for over 60 years. While our other media has seen many changes and emphasis over the year, the Post and Courier has been consistent. Today it is our major resource for advertising and every week has at least 5 major ads in color. It is always difficult to track advertising, but we can verify our results with the Post and Courier to a greater degree than any other media. We are also pleased with the support and cooperation provided us.

Thanks so much for sharing this. We are very pleased with how “We the Women” campaign came together and thought it was the perfect match for Ashley Hall. Thanks for all of your help and I look forward to working with you again soon.

Paula Harrell
Ashley Hall

Local Print Rates



	BLACK AND WHITE		FULL COLOR	
	Daily	Sunday	Daily	Sunday
Annual Investment	Per Column Inch Rate	Per Column Inch Rate	Per Column Inch Rate	Per Column Inch Rate
Open	\$42.00	\$45.00	\$52.50	\$56.25
\$5,000	\$36.00	\$39.00	\$45.00	\$48.75
\$10,000	\$33.00	\$36.00	\$41.25	\$45.00
\$20,000	\$30.00	\$33.00	\$37.50	\$41.25
\$30,000	\$27.00	\$30.00	\$33.75	\$37.50
\$40,000	\$24.00	\$27.00	\$30.00	\$33.75
\$50,000	\$21.00	\$24.00	\$26.25	\$30.00
\$75,000	\$18.00	\$21.00	\$22.50	\$26.25
\$100,000	\$15.00	\$18.00	\$18.75	\$22.50

RATES

Rates are per ad, per issue, and include full color. Rates are net and are subject to change. All print ads are adjoined by a \$15.00 Print2Web charge per ad.

Nonprofit organizations receive the \$10,000 rate levels by default as a nonprofit discount.

COLOR

There is a 25% premium charge to add color. Ask your sales representative to show you how color can add impact, enhance creativity and improve the results of your marketing message.

ROP Sizes

1 column:.....1.563"
 2 columns:3.25"
 3 columns:4.938"
 4 columns:6.625"
 5 columns:8.313"
 6 columns:10"
 Doubletruck:.....20.749"

Classified Sizes

1 column:.....1.04"
 2 columns:2.16"
 3 columns:3.28"
 4 columns:4.4"
 5 columns:5.52"
 6 columns:6.64"
 7 columns:7.76"
 8 columns:8.88"
 9 columns:10"

SUNDAY FULL COLOR

Ad Size	Columns	Inches	Open	\$5,000	\$10,000	\$20,000	\$30,000	\$40,000	\$50,000	\$75,000	\$100,000
			\$56.25	\$48.75	\$45.00	\$41.25	\$37.50	\$33.75	\$30.00	\$26.25	\$22.50
Full Page	6	21	\$7,087.50	\$6,142.50	\$5,670.00	\$5,197.50	\$4,725.00	\$4,252.50	\$3,780.00	\$3,307.50	\$2,835.00
Half Page Horizontal	6	10.5	\$3,543.75	\$3,071.25	\$2,835.00	\$2,598.75	\$2,362.50	\$2,126.25	\$1,890.00	\$1,653.75	\$1,417.50
Half Page Vertical	3	21	\$3,543.75	\$3,071.25	\$2,835.00	\$2,598.75	\$2,362.50	\$2,126.25	\$1,890.00	\$1,653.75	\$1,417.50
Quarter Page	3	10.5	\$1,771.88	\$1,535.63	\$1,417.50	\$1,299.38	\$1,181.25	\$1,063.13	\$945.00	\$826.88	\$708.75
1/8 Page	3	5.25	\$885.94	\$767.81	\$708.75	\$649.69	\$590.63	\$531.56	\$472.50	\$413.44	\$354.38

DAILY FULL COLOR

Ad Size	Columns	Inches	Open	\$5,000	\$10,000	\$20,000	\$30,000	\$40,000	\$50,000	\$75,000	\$100,000
			\$52.50	\$45.00	\$41.25	\$37.50	\$33.75	\$30.00	\$26.25	\$22.50	\$18.75
Full Page	6	21	\$6,615.00	\$5,670.00	\$5,197.50	\$4,725.00	\$4,252.50	\$3,780.00	\$3,307.50	\$2,835.00	\$2,362.50
Half Page Horizontal	6	10.5	\$3,307.50	\$2,835.00	\$2,598.75	\$1,890.00	\$2,126.25	\$1,890.00	\$1,653.75	\$1,417.50	\$1,181.25
Half Page Vertical	3	21	\$3,307.50	\$2,835.00	\$2,598.75	\$1,890.00	\$2,126.25	\$1,890.00	\$1,653.75	\$1,417.50	\$1,181.25
Quarter Page	3	10.5	\$1,653.75	\$1,417.50	\$1,299.38	\$945.00	\$1,063.13	\$945.00	\$826.88	\$708.75	\$590.63
1/8 Page	3	5.25	\$826.88	\$708.75	\$649.69	\$472.50	\$531.56	\$472.50	\$413.44	\$354.38	\$295.31

Sticky Notes and P&D Rates



Exclusive premium positioning with
Front Page Sticky Note



Target your **Sticky Note FULL RUN OR** message to subscribers with: **ZONED DISTRIBUTION**

ZONE OPTIONS WITH CORRESPONDING ZIP CODES:

Deadline is 14 business days prior to insertion.

ZONE 1

NORTH CHARLESTON
29405, 29406, 29418,
29420, 29404, 29410

Includes: North Charleston, Charleston AFB and Hanahan neighborhoods within Charleston County.

ZONE 2

DOWNTOWN

29401, 29403, 29409

Includes: South of Calhoun, North of Calhoun, The Citadel.

ZONE 3

WEST ASHLEY

29407, 29414, 29412,
29438, 29455, 29439,
29470, 29449, 29426, 29487

Includes: West Ashley, Edisto Island, Folly Beach, James Island, John's Island, Kiawah Island, Seabrook Island, Wadmalaw Island, Yonge's Island, Adams Run, Hollywood, Meggett and Ravenel.

ZONE 4

EAST COOPER

29464, 29451, 29482,
29429, 29466, 29492,
29458, 29450

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

ZONE 5

SUMMERVILLE

29456, 29483, 29485, 29477, 29472,
29437, 29471, 29448

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

ZONE 6

BERKELEY

29469, 29436, 29445,
29431, 29479, 29461,
29453, 29468, 29434

Includes: Moncks Corner, Goose Creek, Pinopolis, St. Stephen, Bonneau, Cross, Pineville, Jamestown, Cordesville, Hanahan proper.

Full Run

Monday - Sunday Full Color Sticky Note

DIGITAL PRODUCT: Post and Courier E-Blast and 100,000 Post and Courier banner ads.

RATE: \$2,795



LE CREUSET
Factory to Table Sales Event
SEPTEMBER 27 - 30, 2018
Charleston Area Convention Center
5000 Caliseum Drive
v.lecreuset.com/factorytotable
Friday, September 27 - Saturday, September 29
Advanced purchase tickets required
Sunday, September 30
No shipping fee, pre-registration required
100% of ticket sales will benefit scholarships for
Palmetto Goodwill Culinary Education Program and
The Culinary Institute of Charleston at Trident Technical College

Two Zones

Monday - Sunday Full Color Sticky Note

DIGITAL PRODUCT: 100,000 Post and Courier banner ads.

RATE: \$1,815

Shapes and or Backside Printing No Additional Cost!
(Backside is one color only)



Sample Die Cut Notes

Post and Courier P&D Rates

8 1/2 x 11	Qty	1x	3x	6x	12x
Cost \$33.44	18k-34k	\$70.00	\$65.00	\$60.00	\$55.00
Cost \$26.80	35k-49k	\$65.00	\$60.00	\$55.00	\$50.00
Cost \$22.56	50k+	\$60.00	\$50.00	\$50.00	\$45.00

11 x17 Folded	Qty	1x	3x	6x	12x
Cost \$63.31 cpm	18k-34k	\$100.00	\$95.00	\$90.00	\$85.00
Cost \$50.32 cpm	35k-49k	\$95.00	\$90.00	\$85.00	\$80.00
Cost \$42.56 cpm	50k+	\$90.00	\$85.00	\$80.00	\$75.00

- 2 Sided Insert
 - Full Color Both Sides
 - 70# Glossy paper
 - 15 business day turnaround Inserts can be distributed Wednesday- Sunday
- * If you are putting them in multiple dates all insertion dates must run within 60 days.

Policies

One Sticky Note is available per day. If a scheduled sticky note fails to run or does not run efficiently due to machine error, the missed notes will be applied in the appropriate zones on the next available date. Advertisers must have an active account with The Post and Courier and sign the appropriate product agreement form. All advertising copy is subject to approval of the Publisher (political advocacy ads. No firearms, alcohol, tobacco, adult entertainment ads allowed. No lottery or gaming type ads allowed without approval and must meet state and federal regulations). Rates are subject to change with 30 days notice There is a \$200 cancellation fee if reservation is cancelled within 3 to 4 weeks prior to publication date. Cancellation after art has been sent to printer will incur a fee equal to total incurred charges made on the advertiser's behalf. The Post and Courier reserves the right to change cancellation fees without notice.

Pre-Print Rates



The Post and Courier Preprint Rates

Daily (cpm) Wednesday through Saturday
(No Monday or Tuesday insert distribution)

	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
SIZE				
SS	\$40	\$39	\$38	\$37
4 tab	\$43	\$42	\$41	\$40
8 tab	\$65	\$63	\$61	\$59
12 tab	\$70	\$68	\$66	\$64
16 tab	\$74	\$73	\$71	\$69
20 tab	\$78	\$76	\$74	\$72
24 tab	\$82	\$80	\$78	\$76
28 tab	\$86	\$84	\$82	\$80
32 tab	\$90	\$88	\$86	\$84
36 tab	\$93	\$91	\$89	\$87
40 tab	\$96	\$94	\$92	\$90

For quantities under 45,000 for preprints 8 tab and larger, add \$2 per thousand. Add \$1 cpm for every additional page over the 40 tab size.

Refer to Local Retail ROP Advertising Dollar Volume Contract ratecard to determine Earned Preprint Level.

Sunday (cpm)

	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
SIZE				
SS	\$41	\$40	\$39	\$38
4 tab	\$44	\$43	\$42	\$41
8 tab	\$67	\$65	\$63	\$61
12 tab	\$72	\$70	\$68	\$66
16 tab	\$76	\$74	\$72	\$70
20 tab	\$80	\$78	\$76	\$74
24 tab	\$84	\$82	\$80	\$78
28 tab	\$88	\$86	\$84	\$82
32 tab	\$93	\$91	\$89	\$87
36 tab	\$96	\$94	\$92	\$90
40 tab	\$99	\$97	\$95	\$93

Minimum quantity for Sunday delivery is 10,000. Sunday Preprint Rates apply for Thanksgiving and Christmas Day. Thanksgiving Day is full run only and requires Thanksgiving Day Select.

HOLIDAY RATES:

Thanksgiving Day and Christmas Day are charged at the Sunday rate.

Community Newspaper Preprint Rates

Single Sheet	\$37 cpm
2 std./4 tab	\$39 cpm
4 std./8 tab	\$39 cpm
6 std./12 tab	\$41 cpm
8 std./16 tab	\$41 cpm
10 std./20 tab	\$43 cpm
12 std./24 tab	\$43 cpm
14 std./28 tab	\$45 cpm
16 std./32 tab	\$45 cpm
18 std./36 tab +	\$48 cpm

Note: Minimum of \$500 charge for Moultrie News

Moultrie News Summerville Communications

The Post and Courier Georgetown/Myrtle Beach (Wednesday)

Aiken Communications

The News (Wednesday)

The Post and Courier - ColumbiaWednes

Single Sheet — 8 tab	\$25
10 tab — 20 tab	\$28

Preprint Delivery Information for: Moultrie News, Summerville Communications, The Post and Courier – Georgetown/Myrtle Beach, The News

See general policies for size requirements and packaging

Preprint Delivery Information for: The Post and Courier – Columbia, Aiken Communications

FLEXIBLE PREPRINT DISTRIBUTION

The Post and Courier has developed a Preprint Distribution System to give you the flexibility you need to compete in today's economy.

Billing for standard sizes are based on their equivalency to tabloid sizes. Example: Eight standard pages are billed at the same rate as a 16-page tabloid.

Minimum size accepted: 5 x 7 inches • Maximum size accepted: 8.5 x 11 inches.

Maximum size accepted without quarter-folding: 11 x 11 inches. Preprints are billed based on page counts for tabloid and standard sizes. Preprints measuring up to 161 square inches in overall size per page will be billed as tabloids. Maximum size accepted without quarter-folding is 11 x 11 inches. Minimum size accepted is 5 x 7 inches. Preprints measuring over 161 square inches and up to 242 square inches in overall size per page will be billed as standards. Maximum size accepted: 11 x 22 inches. Standards must be folded down to a maximum folded size of 11 x 11 inches.

Single sheet specifications: Standard 8.5 x 11 inches. Oversized sheets charged as a four page tab. Minimum size is 5 x 7 inches and maximum size is 11 x 11 inches.

1/4" maximum thickness. Standard broadsheet inserts printed on 30-lb. newsprint should be limited to 96 pages.

.005" minimum thickness for single-sheets/cards/envelopes. Standard broadsheet inserts printed on 30-lb. newsprint should be 8-pages minimum. Inserts of less than 8 pages may need to be quarter-folded for insertion. Standard tabloid inserts printed on 30-lb. stock should be a minimum of 8 pages.

Please contact your account executive for spoilage quantities for any preprint that does not meet minimum thickness requirements.

Advertisers on an annual Dollar Volume Contract (DVC) earn the following frequency discounts on preprints:

\$0-\$24,999	\$25,000-\$49,999	\$50,000-\$149,999	\$150,000+
Level 2	Level 3	Level 4	Level 5

Please refer to the Regional Retail ROP Dollar Volume Contract ratecard for details.

Written or verbal quotes are estimates only. Actual cost will be confirmed only upon the delivery of the insert, verification of the insert size and quantity delivered. Preprint pricing based on gross press run quantities required — not on total quantity supplied.

Preprints are accepted Monday through Friday 8:30 a.m. - 4:30 p.m. Receiving department is closed on major holidays. Deliver to: 148 Columbus Street; Charleston, South Carolina 29403-4800. Preprints must arrive at our plant 10 days prior to insertion. Polybags, outserts, sample pouches deliver to: 148 Columbus Street; Charleston, South Carolina 29403-4800, 7 days prior to insertion date. Thanksgiving Day deadline may vary. Preprints arriving after deadline and causing production delays will incur a late fee and may risk missing the scheduled run date.

Solid base nonreturnable skids not over 4 feet 6 inches 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. Preprints will not be accepted without a bill of lading for each publication (for example, The Post and Courier shipment run date and quantity must be indicated separate from subsidiary publications on bill of lading).

Non-Profit Organizations - Churches, schools, etc., use Level 5 rate. To qualify, organization must present non-profit tax ID number.

Preprint Labeling - Must be labeled "Advertising Supplement" if it resembles a letter or editorial material.

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."

As with ROP advertising, the Publisher has the right to review and reject all inserted material.

Digital Rates



Online Display

*Delivers across all devices and screen sizes.

Run of Site Banner Ads: \$10cpm

Run of App Banner Ads: \$15cpm

Add location targeting for an additional \$2cpm

Add section targeting for an additional \$2cpm

*App banner delivers across: iPad, Tablet, iPhone, Android

E-Paper

Exclusive Loading Page

Sponsor\$1,000/month

Full Page Insertion\$500/week

SOV Banner Ad Package

(up to 10 advertisers)\$300/month

Ad positions: 300x250 and 728x90

High-Impact Ads

Billboard + Mobile Floorboard

- Homepage\$2,100
- News/Business/Sports\$900
- All other sections\$600

*Billboards run throughout section. Mobile floorboard only serves on index (home) page or section front.

Takeover Options

Homepage takeover\$3,000/day

News Takeover\$1,500/day

All other sections\$750/day

*Includes: (2) 728x90, (3) 300x250, (1) 320x50, (1) billboard, and (1) mobile floorboard.

Fixed Placements

Homepage/News/Business/Sports

1 Ad Unit\$600

2 Ad Units\$900

All Other Section Fronts

1 Ad Unit\$150

2 Ad Units\$300

Includes: 300x250 and/or 728x90 and 320x50

Podcast Advertising

Native Podcast

Promotionstarting at \$500/month

Sponsored Content/Native Advertising

Native Sponsored Content

Starting Price = \$1,750

- \$25 CPM
 - Add Article Creation (1,000 words) for an additional \$500
 - Add Advertiser Video to the Article for an additional \$200
- Add custom video and/or photography starting at \$1,500
- Publish your article in print for an additional \$1,000

Native Sponsored Content packages includes:

- Guaranteed headline impressions rotating through postandcourier.com or Instagram ad
- Up to 5 Article Headlines & Images Rotating Placement
- 'Presented by' Line
- 100% SOV of ads on the article page
- Unlimited CTA links
- Up to 10 images**
- Ability to have your social feeds on the article page
- Section & geo-targeting capabilities available

*impressions are guaranteed on the headline placement only

**images and videos provided by advertiser

Targeted Native Sponsored Content

Starting at \$1,000 & \$25 CPM

- Guaranteed headline impressions on partner sites
- Targeted content to specific content verticals (i.e. Business) & zip codes
- Up to 5 Article Headlines & Images Rotating Placement
- 'Presented by' Line & Logos
- 100% SOV of ads on the article page
- Unlimited CTA links
- Up to 10 images per article
- Social feeds on the article page

Indexed Sponsored Content

\$2,500 minimum per article

- 1,500 words (content provided)
 - +\$1 per word after the first 1,500
- 1800x1200 Cover Art
- Indexes on Google
- No on-site promotion

Sponsorships

Politics	\$1,000/mo.
Photos	\$1,000/mo.
Sports	\$1,000/mo.
Food	\$1,000/mo.
Entertainment	\$1,000/mo.
Business & Tech	\$750/mo.
Opinion	\$750/mo.
Search	\$1,500/mo.
Weather*	\$2,500/mo.
App Open Interstitial	\$1,500/mo.

All page sponsorships include a 320x50 logo on homepage and fixed 300x100 on index page (exceptions: search, weather).

*Includes: 50,000 ROS, Fixed ATF 728x90 & 300x250 on all weather pages, banner on weather widget.

E-newsletters

Monthly Purchase Options (either/or):

- 800x200 banner ad unit
- Contextual ad unit

	Monthly Reach	Monthly Investment
Breaking		
(When it Breaks)	10,167	\$400
Business		
(Twice Weekly)	89,888	\$450
Charleston Scene		
(Weekly)	35,872	\$650
Daily News (M-F)	1,138,847	\$1000
Donor Newsletter		
(Monthly)	828	\$450
Education (Weekly)	4,228	\$300
Events (Weekly)	37,960	\$450
Focal Point (Weekly)	4,804	\$350
Food & Dining		
(Weekly)	106,304	\$1,000
Health & Science		
(Weekly)	87,296	\$400
Hot Sheet (Weekly)	33,620	\$450

Hurricane Wire

(Seasonal) 50,108 \$750

Palmetto Politics

(M-F)164,960 \$400

Real Estate (Weekly) 22,608 \$450

Subscribers Only

(Weekly) 95,940 \$450

Lowcountry Parent

(Weekly) 29,908 \$300

Military Digest (Weekly) 8,420 \$600*

Opinion (Weekly) 13,340 \$150

SC Picks (Twice Weekly) 8,800 \$600

Tideline (Monthly) 6,924 \$600

Understand SC

(As Produced) 4,804 \$600

College Sports

(Twice Weekly) 48,920 \$600

E-Paper (M-F) 95,760 \$600

Obituaries 215,610 \$600

Tipping Point (Weekly) 9,444 \$350

Wrestling (Weekly) 6,304 \$150

Open House (Weekly) 2,480 \$150

Expansion Market E-newsletters

Columbia:

Columbia Daily274,834 \$700
(Monday-Friday)

Columbia Business 4,897 \$500
(Weekly)

Columbia/Free-Times

Weekend86,780 \$700

Columbia Food 44,909 \$600

Greenville:

Greenville Daily 190,537 \$700
(Monday-Friday)

Greenville Business 19,510 \$500

Spartanburg 17,369 \$500
(Weekly)

Myrtle Beach:

Myrtle Beach Business 8,543 \$300
(Weekly)

*Custom sponsorship packages available as newsletter subscriptions grow, rates are subject to change quarterly as well as upon completion of contract.

Digital Rates

Continues from Previous Page



Email Marketing

P&C opt-in database	\$1,750/email
Retarget open list	\$875/email

Segmented Email Marketing

Under 5,000:	\$350
Beauty & Fitness	1,073
Home & Garden.....	1,549
Sports.....	2,691
Business	1,017
Shopping.....	2,210
Events.....	2,348
Holiday Events & Events.....	1,532
5001- 10,000:	\$525
Food	8,530
Family.....	5,437
10,001 – 20,000:	\$875
Family + LCP	10,068

* Sales & Special Offer database.

*Audience numbers will change quarterly affecting the tiered pricing structure.

Video & Pre-roll

Pre-Roll Video Advertising	\$750/month
25% SOV per advertiser; max 4 advertisers	

Custom Contests/Quizzes

Niche Contests	\$750
online, social, email	
P&C Contests	\$2,500
online, social, email	

Custom Contest Packages available

Lowcountry Parent

Email Blast	\$500
High Impact Billboard	\$450
Banner Ads	\$400/month
Contest	\$750
Sponsored Content	\$950
Sponsored Social Post	\$200/post

*See Lowcountry Parent Magazine rate card for printed sponsored content rates.

*Digital articles are published on LowcountryParent.com, shared on social media



Search Engine Marketing (SEM)

Required minimum	\$1,000/mo
Account set-up	\$300

*Please note: billed total will include a 30% service and maintenance fee. Minimum 6 month commitment required.

Videography & Photography

Photography	starting at \$500
Headshots	\$200 for first person \$50/additional person
Videography	starting at \$1,500
Produced in 4K. Drone footage and production available	
Drone Video Only	starting at \$500

*Custom projects and quotes available

*Please note: All projects include travel, shooting and editing for one location up to 25 miles. 50% billed at start of project; 50% billed upon completion.

YouTube Video Advertising

Required minimum	\$500
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*Ads on YouTube are targeted (interest, location, demo, etc.).

*Please note: billed total will include a 30% service and maintenance fee.

Targeted Reach

Display Network Banner Ads \$15 CPM

- Geofencing
- Keyword/Contextual Targeting
- Event Targeting
- Geotargeting
- Search Retargeting
- Site Retargeting
- Addressable Geofencing
- Waze Traffic App

Display Network Pre-roll

\$36 CPM

Targeted Email Marketing

25,000 emails	\$1,000
35,000 emails	\$1,400
50,000 emails	\$2,000
50,001+ emails	\$40 CPM

Banner ad retargeting from email opens

\$14 CPM

10-30 day campaign depending on engagement and optimization.

*25,000 email minimum, \$40 CPM.

*Add \$300 for A/B testing or an expedited/urgent request.

Social Media Strategy

Meeting	\$700/mo
Columbus	\$1,000/mo
King	\$1,500/mo
Account set-up	\$300

Ad Only Packages.....starting at \$600

Account set-up

\$100

*Custom projects, platforms and quotes available

*Please note: Ad Only Packages billed total will include a 30% service and maintenance fee. Minimum 6 month commitment required.

Website Design

Meeting	\$3,000
Columbus	\$4,500
King	\$6,000
Landing Page	starting at \$500

*Custom design + development quotes available.

*Monthly website maintenance package required with all new builds

*Please note: 50% billed at start of project; 50% billed upon completion.

Website Maintenance

Columbus	\$500/mo
King	\$800/mo

Additional Website Development and Editing

\$125/hour

* Custom edits, projects and quotes available

Content

Custom Written Content
starting at \$750/piece

Press Release Distribution
starting at \$1,000/dissemination

Website Content
starting at \$500/page

* 12 month commitment required. Custom quotes and packages available.

Design

Logo Design
starting at \$500 plus licensing

Brand ID and Collateral
starting at \$2,000

* Custom edits, projects and quotes available