

ADVERTISING RATES

Effective January 1, 2015

(Rates subject to change)

Daniel Island News

PUBLISHER/MANAGING EDITOR

Suzanne Detar
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ADVERTISING/SALES

Ronda Schilling
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Trudy Hicks
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CIRCULATION & REACH

HOME DELIVERY:

- Daniel Island
- Clements Ferry Road
- Long Point Road
(Belle Hall and south of 526)

DROP SPOTS INCLUDE:

- Hanahan
- Daniel Island
- Clements Ferry Road
- Mt. Pleasant
- Downtown Charleston

Distribution: 8000
Home Delivery: 5200
Business Delivery: 2800

DANIEL ISLAND DEMOGRAPHICS

(Source: Daniel Island Co., May 2011)

MEDIAN HOUSEHOLD
INCOME: \$170,000

MEDIAN NET WORTH: \$1,000,000

NET RATES/INSERTION

Description	Size (w x h)	B & W	Black + Magenta or Cyan	Full Color
Full Page	10" x 10"	\$650.00	\$700.00	\$770.00
1/2 Page Hor.	10" x 5"	\$325.00	\$375.00	\$425.00
1/2 Page Ver.	4.95" x 10"	\$325.00	\$375.00	\$425.00
1/4 Page Hor.	10" x 2.5"	\$168.00	\$218.00	\$268.00
1/4 Page Ver.	4.95" x 5"	\$168.00	\$218.00	\$268.00
1/8 Page	4.95" x 2.5"	\$84.00	\$134.00	\$184.00

DISCOUNTS*

Ad runs:	Percentage discount:
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12 weeks	10% off
26 weeks	20% off
52 weeks	30% off

* Discounts not available on pages 2, 3,
back cover or on color pages
or on guaranteed placement.

CENTERFOLD ADS

(Limited availability)

Contact our office for rates.

WEB, FACEBOOK AND EMAIL BLASTS

Contact our office for rates.

EDITORIAL/ADVERTISING PROGRAMS

Contact our Publisher for information.

BUSINESS CARD ADS

Ad runs:	B & W (Horizontal 3.25" w x 1.86" h only)	Spot Color
4 weeks (minimum)	\$210	\$310
26 weeks	\$1155 (\$210 off 4 week rate)	\$1705 (\$310 off 4 week rate)
52 weeks	\$2310 (\$450 off 4 week rate)	\$3410 (\$620 off 4 week rate)

PRE-PRINTED INSERTS

Pre-printed inserts: 10¢ each/2000 minimum

Must be delivered by Thursday prior to issue to:

The Post & Courier
134 Columbus St.
Charleston, SC 29403
Attn. Dan Infinger

Boxes should be labeled "The Daniel Island
News" and include the date of insertion.

AD DEADLINE/DESIGN

We offer free ad design for the first proof
with one revision. Additional design services
will be billed at \$25 per hour.

Ad deadline is noon Friday prior to issue.
Deadline for final proof approval is noon
Monday prior to issue.

Digitally produced ads must be sized to
spec in PDF high resolution format and
emailed to: ads@thedanielislandnews.com.

CLASSIFIED ADVERTISING RATES

Effective September 24, 2007
(Rates subject to change)

Daniel Island News

CLASSIFIED AD DIRECTOR

Jan Marvin
843.856.1999
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PUBLISHER/MANAGING EDITOR

Suzanne Detar
843.856.1999
sdetar@thedanielislandnews.com

CIRCULATION & REACH

HOME DELIVERY:

- Daniel Island
- Clements Ferry Road
- Long Point Road
(Belle Hall and south of 526)

DROP SPOTS INCLUDE:

- Hanahan
- Daniel Island
- Clements Ferry Road
- Mt. Pleasant
- Downtown Charleston

Distribution: 8000
Home Delivery: 3800
Business Delivery: 4200

CLASSIFIED LINE AD RATES (SINGLE COLUMN ONLY)

\$10 for up to 20 words. 5 cents for each additional word.

ADD ON OPTIONS:

- \$1 Bold (\$1.00 per every five words)
- \$1 Italics (\$1.00 per every five words)
- \$10 Reverse Image (black background with white words)
- \$5 Box around ad (applies to single column line ads only)
- \$7 Store Logo (black and white only)
- \$7 Picture (black and white only)

CLASSIFIED DISPLAY ADS (UP TO 6 COLUMNS WIDE)

Open rate	\$15.00 per column inch
4 week rate	\$14.25 per column inch
12 week rate	\$13.50 per column inch
26 week rate	\$12.00 per column inch
52 week rate	\$10.50 per column inch

- * Classified Display ads are based on a 6 column format. Columns are 1.75 inches wide.
- * Display ads include a minimum 2 pt. border around the ad.
- * The ad must be a minimum 1 column wide by 2 inches high.
- * Maximum height is 13.25 inches.

AD DEADLINE/DESIGN

We offer free ad design for the first proof with one revision. Additional design services will be billed at \$25 per hour.

Ad deadline is noon Friday prior to issue.

PAYMENT INFORMATION

All Classified ads must be paid for in advance of running unless an existing account in good standing has been established with The Daniel Island News.

Payment options include: Check, Cash, Credit Card - Visa, MasterCard, Discover. Credit Card payments can be made in person, by phone, or online at www.thedanielislandnews.com.