



Transportation/Recreation Classified Advertising

The Post and Courier

FOR BOAT, MOTORCYCLE, ATV, TRAILER, CAMPER, PERSONAL WATERCRAFT, AND LARGE IMPLEMENT DEALERS*

EFFECTIVE MAY 2009

Dollar Volume Contract Rates

| Dollar Volume Agreement | CLASSIFIED | | | | ROP | | PREPRINTS | EMPLOYMENT CLASSIFIED | | | |
|-------------------------|----------------|----------------|-----------------|-----------------|-----------|------------------|---------------|-----------------------|----------------|-----------------|-----------------|
| | Daily per inch | Daily per line | Sunday per inch | Sunday per line | ROP Daily | Sunday / Preview | Earned Level* | Daily per inch | Daily per line | Sunday per inch | Sunday per line |
| \$75,000 - \$99,999 | \$27.31 | \$1.88 | \$30.21 | \$2.08 | \$47.69 | \$54.01 | 6 | \$38.67 | \$2.76 | \$42.80 | \$3.06 |
| \$60,000 - \$74,999 | \$28.22 | \$1.94 | \$31.13 | \$2.14 | \$47.99 | \$54.37 | 6 | \$38.79 | \$2.77 | \$43.18 | \$3.08 |
| \$50,000 - \$59,999 | \$28.97 | \$1.99 | \$31.98 | \$2.20 | \$48.23 | \$54.61 | 6 | \$39.00 | \$2.79 | \$43.54 | \$3.11 |
| \$40,000 - \$49,999 | \$29.69 | \$2.04 | \$32.70 | \$2.25 | \$48.53 | \$54.97 | 5 | \$39.56 | \$2.83 | \$43.75 | \$3.13 |
| \$30,000 - \$39,999 | \$30.40 | \$2.09 | \$33.99 | \$2.33 | \$48.89 | \$55.38 | 5 | \$39.94 | \$2.85 | \$44.13 | \$3.15 |
| \$25,000 - \$29,999 | \$31.11 | \$2.14 | \$34.52 | \$2.37 | \$49.01 | \$55.50 | 5 | \$40.13 | \$2.87 | \$44.32 | \$3.17 |
| \$20,000 - \$24,999 | \$31.56 | \$2.17 | \$35.02 | \$2.40 | \$49.24 | \$55.74 | 5 | \$40.32 | \$2.88 | \$44.51 | \$3.18 |
| \$15,000 - \$19,999 | \$32.55 | \$2.24 | \$35.88 | \$2.46 | \$49.48 | \$56.04 | 5 | \$40.53 | \$2.89 | \$44.89 | \$3.21 |
| \$10,000 - \$14,999 | \$32.88 | \$2.26 | \$36.39 | \$2.50 | \$49.66 | \$56.22 | 4 | \$40.89 | \$2.92 | \$45.47 | \$3.25 |
| \$7,500 - \$9,999 | \$33.38 | \$2.29 | \$36.90 | \$2.53 | \$49.90 | \$56.52 | 4 | \$41.46 | \$2.96 | \$45.83 | \$3.27 |
| \$5,000 - \$7,499 | \$34.05 | \$2.34 | \$37.55 | \$2.58 | \$50.38 | \$57.05 | 4 | \$42.24 | \$3.02 | \$46.79 | \$3.34 |
| \$2,500 - \$4,999 | \$34.22 | \$2.35 | \$37.89 | \$2.60 | \$57.23 | \$64.89 | 4 | \$46.42 | \$3.32 | \$51.36 | \$3.67 |
| OPEN | \$50.24 | \$3.59 | \$55.75 | \$3.98 | \$163.25 | \$182.11 | | \$108.83 | \$7.77 | \$121.41 | \$8.67 |

* These rates are not applicable to automobile dealers.

** Refer to Preprint Rates ratecard to determine earned preprint level pricing. **HOLIDAY RATES: Thanksgiving Day and Christmas Day are charged at the Sunday rate.**

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.

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.

FIRST ADFULL PRICE
2nd run, same ad20% off
3rd run, same ad40% off
4th run, same ad60% off
5th run, same ad70% off
6th run, same ad80% off
7th run, same ad90% off

Color

Research shows that ads with spot color move an average of 43% more merchandise than the same ads in black and white. Ask your sales representative to show you how color can add impact, enhance creativity and improve the results of your marketing message.

| | Daily | Sunday |
|-------------------------|--------|--------|
| Black plus one color | \$625 | \$660 |
| Black plus two colors | \$900 | \$950 |
| Black plus three colors | \$1225 | \$1300 |

Repeat ad discounts also apply to color charges.

Other Non-Contract Rates

| | Code | INSIDE CLASSIFIED SECTION 9 COLUMNS PER PAGE | | | | OUTSIDE CLASSIFIED SECTION 6 COLUMNS PER PAGE | | | |
|------------------------|------|---|-----------------|----------------|-----------------|--|-----------------|----------------|-----------------|
| | | Daily per line | Sunday per line | Daily per inch | Sunday per inch | Daily per line | Sunday per line | Daily per inch | Sunday per inch |
| National Rate (gross) | B10 | \$9.87 | \$11.12 | \$130.59 | \$147.19 | — | — | \$190.40 | \$217.59 |
| Agency Rate (net) | B11 | \$8.39 | \$9.44 | \$111.01 | \$125.12 | — | — | \$161.86 | \$184.94 |
| Legal Rate | — | \$1.89 | \$2.31 | \$50.24 | \$55.75 | — | — | \$71.06 | \$78.22 |
| Paid Obituary Rate | — | — | — | — | — | \$1.83 | \$2.23 | — | — |
| Lodge Notice Rate | — | — | — | — | — | \$1.83 | \$2.23 | — | — |
| Church Directory Rate* | — | — | — | — | — | \$1.30 | — | — | — |
| Employment Open Rate | — | \$7.77 | \$8.67 | \$108.83 | \$121.41 | — | — | \$163.25 | \$182.11 |

*Church Directory appears Saturday only as line listing. 8 columns per page.

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 | \$85 | \$205 |
| 31.75 inches to 63 inches | \$170 | \$410 |
| 63.25 inches to 94.5 inches | \$255 | \$615 |
| 94.75 inches to 126 inches | \$340 | \$820 |

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.

Line Ads Local Open Rates

Available to local advertisers without a signed contract. Ads originating outside South Carolina carry National rate. 3 line minimum, 4 average words per line. Non-commissionable. When insertions are not consecutive days, the rate applied will be for the longest number of consecutive days. Rates listed below are *per line, per day*.

| | Mon-Sat | Sunday |
|---------------------|---------|--------|
| 30 consecutive days | \$2.38 | \$2.61 |
| 10 consecutive days | \$2.55 | \$2.78 |
| 7 consecutive days | \$2.88 | \$3.14 |
| 2 consecutive days | \$3.04 | \$3.34 |
| 1 day only | \$3.59 | \$3.98 |

Blind Box Rates

Anonymous and confidential replies to advertisements utilizing unique Post and Courier box numbers are available for an extra charge per ad. Replies are mailed in unmarked envelopes twice weekly or may be picked up at our 134 Columbus Street office during regular working hours. Maximum length of ad insertion is 10 days per box change. Box charge added to ad cost.

Mailed replies.....\$75
Replies picked up at office.....\$50

Commission

All local classified rates are non-commissionable. National classified rates are commissionable. A 15% commission is available to recognized advertising agencies placing national rate classified advertising. Payment for advertising shall be made in cash at the time the order is placed, except where credit has been previously approved by the Publisher. Where credit has been extended, bills are payable upon terms stipulated. If bills are not paid in accordance with the stipulated terms, the Publisher reserves the right to reject copy and cancel the contract without notice. In such an event, all charges for advertising previously published shall become immediately due and payable. A finance charge of 1.5% per month or 18% APR will be charged on past due amounts.

Contract Regulations

Dollar Volume contracts are available on the basis of signed contracts with customers who have established credit terms with the newspaper. To receive contract rates, contracts must be signed in advance of publication, by an officer or principal of the company.

Advertiser will be eligible for a rebate by reaching the next higher spending contract level requirement. In the event Advertiser qualifies for a lower rate by increasing net spending throughout the contract period as required by a larger contract, the rebate will be calculated at one level above Advertiser's current contract level using the percentage difference of the daily rates, multiplied by the net spending over the next contract level. Rebate is to be made at the end of the contract term.

In the event Advertiser does not qualify for the net spending level contract signed, Advertiser will be billed for the revenue shortage, of the level signed, at the end of the contract term.

Early termination will result in a 1%-5% non-refundable fee. Fee is based on signed contract level (see your account executive for the applicable percentage). In addition to the early termination fee, customer will be charged a prorated fee based on the following calculation; Example is based on a \$10,000 DVC cancelled at 10 months: \$10,000 DVC, 10 months' advertising, \$8,000 actual spending. Prorated amount = \$8,333. Determined by 10,000 / 12 x 10 months = 8,333. Prorated amount of \$8,333 minus actual spending of \$8,000 = \$333 shortrate +\$390 early termination penalty = \$723 due. Downgrading a contract will result in the 1%-5% non-refundable fee only.

For more information, please contact your Account Executive or our Automotive Advertising Department. Phone: (843) 937-5637

