

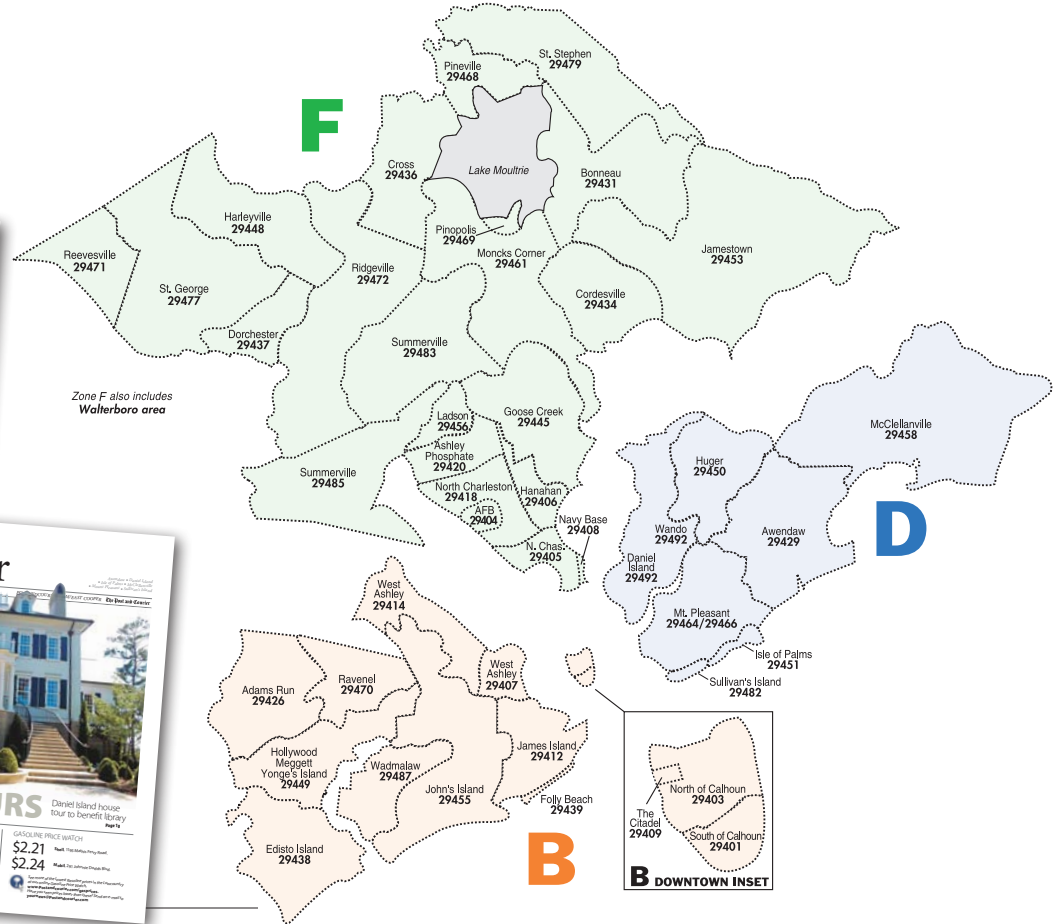


Zoned Editions

The Post and Courier

Target your message with our zoned editions

The Post and Courier offers zoned editions in three geographic areas every Thursday. Zoned distribution allows you to focus your advertising message to the areas that bring the best return on investment for your business. Your Account Executive can provide detailed demographic information for each zone to help you make an informed decision on where to advertise.



ZONE F — North Charleston, Summerville, Berkeley & Dorchester Counties Circulation 45,469

North Charleston, Charleston AFB, Hanahan, Moncks Corner, Goose Creek, Pinopolis, St. Stephen, Bonneau, Cross, Pineville, Jamestown, Cordesville, Summerville, Ladson, Ridgeville, St. George, Harleyville, Dorchester, Reevesville and Walterboro

ZONE B — Downtown, West Ashley, James & Johns Islands Circulation 25,624

South of Calhoun, North of Calhoun, The Citadel, West Ashley, Edisto Island, Folly Beach, James Island, Johns Island, Seabrook Island, Wadmalaw Island, Yonges Island, Adams Run, Hollywood, Meggett, Ravenel

ZONE D — East Cooper Circulation 19,247

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

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Reach. Results.

134 Columbus Street • Charleston, South Carolina 29403-4800 • www.postandcourier.com

For more information, please contact your Account Executive or our Advertising Department. Phone: (843) 937-5468 Fax: (843) 937-5463

Dollar Volume Agreement	ROP Daily	Sunday / ChasScene	Frequency Level	ZONE F North Chas/ Berkeley Co., Summerville	ZONE B Downtown/ W. Ashley, James & Johns Islands	ZONE D East Cooper
\$150,000-\$199,999	\$45.91	\$51.93	11-19	\$10.24	\$13.27	\$6.78
\$125,000-\$149,999	\$46.50	\$52.70	10	\$10.44	\$13.52	\$6.91
\$100,000-\$124,999	\$47.10	\$53.30	8	\$10.63	\$13.77	\$7.04
\$75,000-\$99,999	\$47.69	\$54.01	8	\$10.83	\$14.02	\$7.17
\$60,000-\$74,999	\$47.99	\$54.37	8	\$11.01	\$14.27	\$7.29
\$50,000-\$59,999	\$48.23	\$54.61	7	\$11.21	\$14.52	\$7.42
\$40,000-\$49,999	\$48.53	\$54.97	7	\$11.40	\$14.77	\$7.55
\$30,000-\$39,999	\$48.89	\$55.38	6	\$11.60	\$15.03	\$7.67
\$25,000-\$29,999	\$49.01	\$55.50	5	\$11.78	\$15.27	\$7.80
\$20,000-\$24,999	\$49.24	\$55.74	5	\$11.98	\$15.52	\$7.93
\$15,000-\$19,999	\$49.48	\$56.04	5	\$12.17	\$15.78	\$8.06
\$10,000-\$14,999	\$49.66	\$56.22	4	\$12.56	\$16.27	\$8.32
\$7,500-\$9,999	\$49.90	\$56.52	4	\$13.53	\$17.53	\$8.96
\$5,000-\$7,499	\$50.38	\$57.05	2	\$15.46	\$20.03	\$10.24
\$2,500-\$4,999	\$57.23	\$64.89	2	\$16.43	\$21.28	\$10.88
OPEN	\$71.06	\$78.22	open	\$19.33	\$25.04	\$12.79
National / Regional Zoned Rates			—	\$22.74	\$28.88	\$15.05

all rates are per net column inch

Zone Color Rates

Black and white plus one color	\$250
Black and white plus two colors	\$350
Black and white plus three colors	\$550

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