

Regional/Travel

The Post and Courier

FOR BUSINESSES LOCATED IN FLORIDA, GEORGIA AND NORTH CAROLINA
AND FOR HOTELS, AIRLINES, CRUISES, AND TRAVEL ENTERTAINMENT COMPANIES



Rates

LEVEL	ANNUAL BULK INCHES	DAILY	SUNDAY/PREVIEW
OPEN	No Annual Commitment	\$125	\$142
2	270	\$120	\$130
3	575	\$111	\$124
4	875	\$104	\$113
5	1260	\$99	\$105

Repeat discounts apply. Repeat the same ad (daily) within a 7-day period to receive discounts: 1st (20%), 2nd (40%), 3rd (60%), 4th (70%), 5th (80%), and 6th (90%).

Level 2-5 rates must have a signed contract. Levels not met will re-rate to open rates.

Thanksgiving Day and Christmas Day will be charged at the Sunday rate.

Color Rates

	CHARLESTON DAILY	CHARLESTON SUNDAY
One Color.....	\$1,100.....	\$1,300
Two Colors	\$1,400.....	\$1,600
Full Color.....	\$1,800.....	\$2,000

A 15% commission will be granted to recognized advertising agencies. Cash discounts do not apply. A late fee of 1.5% per month (18% APR) will be added to all national accounts with balances past due after 60 days. Agencies are responsible for payment of invoices for advertising placed by them on their own behalf or on behalf of clients. In lieu of agency responsibility, written documentation (agency letter) must be provided whereby the account assumes financial responsibility.

Regional rates apply to businesses located outside the state of South Carolina, and in one of the following states: Florida, Georgia and North Carolina.

Regional rates apply to: non-profit (provide tax ID authorization), sales/seminars being held in our area, direct response, pharmaceutical and co-op. Co-op is for ad types where there is no permanent storefront business but where a local address is being used. Persons living in this area representing an out-of-state client do not qualify as a local business, and would use the National rate card.

Regional/Travel rates apply to all travel which includes: hotels, airlines, cruises and travel entertainment.

Publisher reserves the right to amend rates, conditions, etc., within 30 days written notice in writing.

The Post and Courier
Reach. Results.

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

For more information, please contact your Account Executive, or call our
National Accounts Coordinator Dianna Welling at (843) 937-5443.