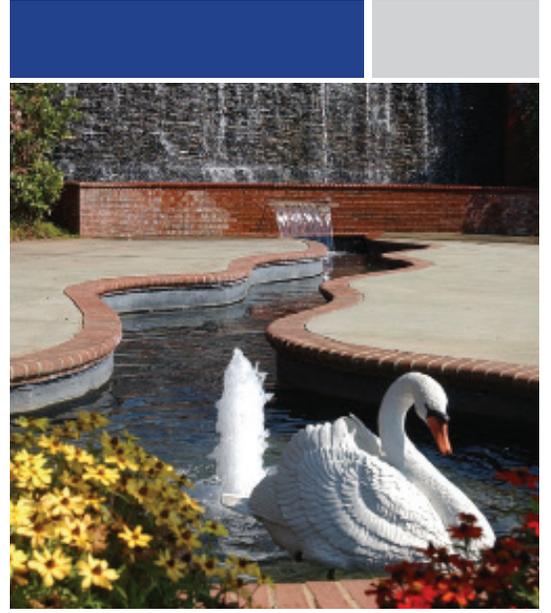


# the Sumter ITEM

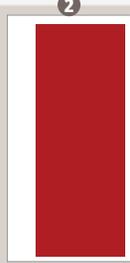
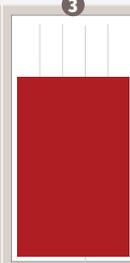
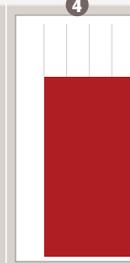


## 2014 RATE CARD

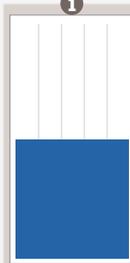
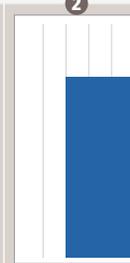
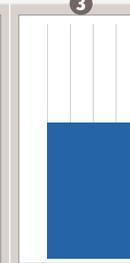
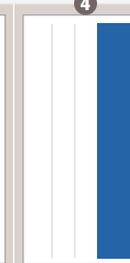




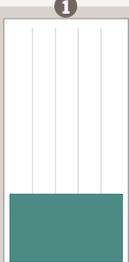
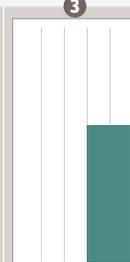
## DOMINANCE

				
<b>Full page</b>	<b>Four-column</b>	<b>3/4 page</b>	<b>2/3 page</b>	<b>Three-column</b>
9.95" wide x 20.75" tall	7.93" wide x 20.75" tall	9.95" wide x 16" tall	7.93" wide x 16" tall	5.92" wide x 20.75" tall
\$1,550	\$1,245	\$1,200	\$960	\$935

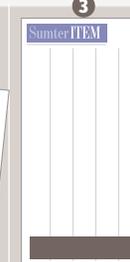
## IDENTITY

			
<b>1/2 horizontal</b>	<b>1/2 vertical</b>	<b>1/2 corner</b>	<b>Two-column</b>
9.95" wide x 10" tall	5.92" wide x 16" tall	7.93" wide x 12" tall	3.90" wide x 20.75" tall
\$750	\$725	\$725	\$630

## IMPRESSION

			
<b>1/4 horizontal</b>	<b>1/4 vertical</b>	<b>1/4 tall</b>	<b>One-column</b>
9.95" wide x 6" tall	5.92" wide x 8" tall	3.90" wide x 12" tall	1.87" wide x 20.75" tall
\$455	\$365	\$365	\$320

## PREMIUM A1

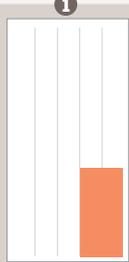
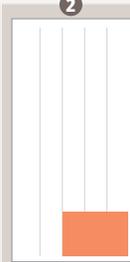
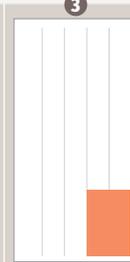
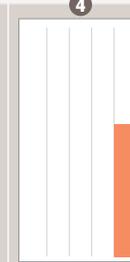
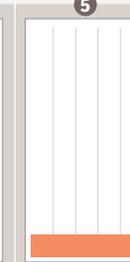
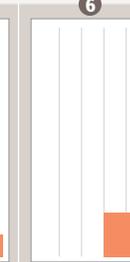
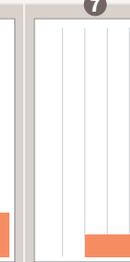
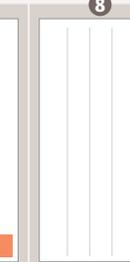
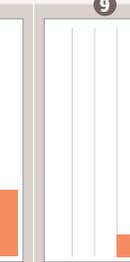
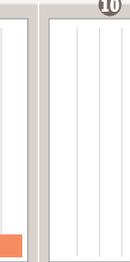
		
<b>Page 1 ear</b>	<b>Page 1 ad alert</b>	<b>Page 1 banner</b>
2.71" wide x 1.92" tall	2.71" wide x 1.92" tall	9.95" wide x 2" tall
\$325	\$225	\$400

Our new "ad alert" option lets you promote your ad inside the paper on page one, just like we promote stories inside.

This special new format helps make sure everyone sees your message. (Available only to Dominance, Identity and Impression advertisers.)

\*Includes color

## AWARENESS

									
<b>1/8 tall</b>	<b>1/8 corner</b>	<b>1/8 cube</b>	<b>1/8 vertical</b>	<b>Banner</b>	<b>1/16 cube</b>	<b>1/16 horiz</b>	<b>1/16 vertical</b>	<b>Spot</b>	<b>Block</b>
3.90" wide x 8" tall	5.92" wide x 4" tall	3.90" wide x 6" tall	1.87" wide x 12" tall	9.95" wide x 2" tall	3.90" wide x 4" tall	5.92" wide x 2" tall	1.87" wide x 6" tall	3.90" wide x 2" tall	1.87" wide x 2" tall
\$250	\$190	\$190	\$190	\$155	\$130	\$100	\$100	\$66.50	\$34

### Color Charges:

1/4 page ad or larger \$175 • Smaller than a quarter page \$75

### Discounts for pickups during a 7 day period:

2nd run 15% Off • 3rd run 20% Off • 4th run 25% Off

## WEB ADVERTISING

Theltem.com accepts **tile** (300x250 pixels), **leaderboard** (728x90) and **banner** ads (468x60). We expect to offer additional sizes and options when our new web site premieres in the first quarter.

Ad positions are available as "run of site" or they can be targeted to specific sections or topic areas. Advertising on our home page carries a premium rate.

Beginning early next year, all print advertising will also be displayed online – both through our e-edition and via a new, online ad display system.

2014 is a great time to get your message online and take advantage of our improved web search, content and display. Contact your sales representative today for more information!

# Materials and deadlines

We know your advertising investment is important and that producing ads can be challenging. Whatever you need, remember our sales professionals are here to help you!

## Publication dates

The Item is published Tuesdays through Sundays. We do not publish Mondays.

We also do not publish Thanksgiving Day, Christmas Day, New Year's Day or July 4th, unless it falls on a Sunday

## Advertising deadlines

PUBLICATION DAY	DEADLINE
Tuesday	Thursday 11 a.m.
Wednesday	Friday 11 a.m.
Thursday	Monday 11 a.m.
Friday	Tuesday 11 a.m.
Saturday	Wednesday 11 a.m.
Sunday	Wednesday 2 p.m.

## Materials guidelines

Email your 300 dpi, CMYK files to [graphics@theitem.com](mailto:graphics@theitem.com). Files may also be submitted on CD, DVD or flash drive. Ads submitted electronically must be 300 dpi.

Acceptable file formats include PDF (preferred), EPS, TIFF or JPEG.

## Preprinted inserts

	1-12 per year	13-52 per year	53+plus
Up to 24 pages	\$47	\$42	\$38
26 pages and up	\$53	\$47	\$42

- Available Insertion Days: Wednesday, Friday and Sunday
- Advertisers should schedule preprints at least 15 business days in advance of the insertion date. Preprints must arrive at our plant at least 10 business days before the scheduled insertion date.
- Preprint rates may be changed upon 30 days notice. The Item prints 12,000 on Wednesdays and Sundays, and about 1,000 fewer on other days. Insert quantities should allow for 5% waste.
- Super Monday Circulation 10,000. Quantities should allow for 5% waste.

For more information about inserts, please contact: Angela Gordy at 803-774-1236

### SHIP INSERTS TO:

The Post & Courier  
 Attn: Fred Wahl  
 134 Columbus Street • Charleston, SC 29403  
 843-937-5907  
 Receiving hours:  
 Monday-Friday 8 a.m. – 4:30 p.m.

## Annual Publications

<b>January</b> Iris Bridal Guide Lakeside Fix It Guide February Wrapper	<b>April</b> May Wrapper	Lakeside August Wrapper	Extraordinary Women November Wrapper
<b>February</b> March Wrapper	<b>May</b> Summertime Lakeside June Wrapper Guide to the Iris Fest	<b>August</b> Back to School Football September Wrapper	<b>November</b> Parade of Shops Iris Gift Guide Lakeside Thanksgiving Wrapper December Wrapper
<b>March</b> Spring Home & Garden Lakeside Chamber Guide April Wrapper	<b>June</b> Readers' Choice July Wrapper	<b>September</b> Fall Fix-Up Lakeside October Wrapper	<b>December</b> January Wrapper
	<b>July</b> Savvy Senior	<b>October</b> Health Matters	

## ACCEPTANCE

All advertising is accepted and published with the understanding that the agency or advertiser is authorized to publish the contents and subject matter of the advertisement. The agency or advertiser will indemnify and hold the publisher harmless from any loss or expense resulting from claims or lawsuits for defamation, libel, violation of rights of privacy, plagiarism or copyright infringement resulting from the publication of such advertising. The publisher reserves the right to reject ads that are deemed inappropriate.

## LIABILITY

While every effort will be made to ensure accuracy in reproduction or production of advertisements, the publisher will not be liable for slight changes, variations in color, or typographical errors that do not substantially lessen the value of an advertisement. The publisher shall not be liable for any other errors appearing in an advertisement unless the publisher receives corrected copy before the copy deadline with corrections plainly noted. In the event of an error in an advertisement in which the publisher is liable, the liability shall be limited to republishing the advertisement. Advertisers and agencies forwarding orders that contain incorrect rates or conditions are advised that the advertising solicited will be inserted and charged correctly at the regular schedule of rates and conditions in force at that time.

For all ads not created by The Item, while every effort will be made to ensure high-quality reproduction in print, it is ultimately the responsibility of the ad creator to send a useable high-resolution file with all correct information. Therefore, The Item will not be held liable for poor reproduction quality of ads due to low resolution, incomplete or corrupted files submitted by clients or their agents.

## POSITION REQUEST

The Item attempts to honor advertiser requests for position. However, there is no guarantee of position or section placement and no credits are extended when position requests are not honored.

## PROOFS

Proofs can only be provided on request when original copy is received 24 hours prior to deadline. Proofs are available on ads in excess of 15 column inches and are for corrections of errors only. Corrections must be made in writing and initialed by the advertiser. Changes or repositioning of copy after initial composition other than for errors will be charged at \$30 per hour (minimum charge \$15) and only without delay of the press run.

## SPECIAL SERVICES

Rates include ad creation, printing and distribution only. If additional services such as logo design, photo retouching, photography or design for other media are needed, these services are available for additional fees. Ask your Item sales representative for details.



PUBLISHING COMPANY  
 Established 1894

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**Waverly Williams**  
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 CLARENDON BUREAU MANAGER  
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