

PRINT ADVERTISING: EASY AS 1-2-3 ...

1. CHOOSE YOUR MARKET

Select either statewide distribution or one of our predetermined geographic regions. For most ad sizes you can also create your own custom region at similar discounts.

2. CHOOSE YOUR AD SIZE

Whether you need classified ads or display ads, we have you covered. Display ad sizes available include 2x2, 2x4, 2x6, quarter page, half page and full page.

3. CHOOSE YOUR WEEK

Your ad will run one time in each participating newspaper within your chosen week. PDF files and payment must be received by Wednesday at noon prior to your week of publication. (If you need help with ad design, just ask.)

PRINT PRICING AND SIZE CHART

Display Ads					Classified Ads	
Size	2x2 3.75" x 2"	2x4 3.75" x 4"	2x6 3.75" x 6"	QuarterPage+ 5.25" x 10.5"	25 words Each additional word \$12	
PeeDee	\$425	\$850	\$1,200	\$4,000	PeeDee	\$150
Low Country	\$450	\$900	\$1,250	\$4,750	Low Country	\$175
Midlands	\$800	\$1,600	\$2,200	\$7,500	Midlands	\$225
Upstate	\$650	\$1,300	\$1,800	\$5,500	Upstate	\$200
Statewide	\$1,600	\$3,200	\$4,500	\$16,000	Statewide	\$375

DIGITAL ADVERTISING IS JUST AS SIMPLE

Let SCNN add digital advertising to your print campaign or create a purely digital campaign to meet your specific needs. Available options include targeted display or mobile advertising, targeted video advertising and direct email marketing. You will receive the same expert advice and service you receive with your print campaigns ... it could not be easier.

SCNN DISPLAY ADVERTISING NETWORKS

	Small Space Display Ad Network			QuarterPage+ Display Ad Network		
	Newspapers	Circulation	Readership	Newspapers	Circulation	Readership
Statewide	85	695,757	1,600,241	84	692,826	1,593,500
Pee Dee	20	120,892	278,052	20	120,892	278,052
Lowcountry	15	215,032	494,574	14	212,101	487,832
Midlands	33	221,553	509,572	33	221,553	509,572
Upstate	17	138,280	318,044	17	138,280	318,044

PeeDee Region

Bennettsville, Herald-Advocate
 Conway, The Horry Independent
 Darlington County News & Press
 The Dillon Herald
 Florence, Morning News (D)

Florence, The Community Times
 Florence, The News Journal
 The Post and Courier Myrtle Beach/Georgetown Times
 The Hartsville Messenger
 Hartsville News Journal
 Kingstree, The News
 The Loris Scene
 The Loris Times

The Manning Times
 Marion Star & Mullins Enterprise
 Myrtle Beach, Carolina Forest Chronicle
 Myrtle Beach Herald
 Myrtle Beach, The Sun News (D)
 North Myrtle Beach Times
 Pawleys Island, Coastal Observer

Lowcountry Region

Beaufort Gazette (D)
 Beaufort, The Island News
 Bluffton Today
 Charleston City Paper

Charleston, The Post and Courier (D)
 The Daniel Island News
 Goose Creek, The Gazette
 Hampton County Guardian
 Hilton Head, The Island Packet (D)
 Jasper County Sun Times

Moncks Corner, The Berkeley Independent
 Mount Pleasant, Moultrie News
 St. George, The Eagle-Record*
 The Summerville Journal Scene
 Walterboro, The Press & Standard

Midlands Region

Aiken Standard (D)
 The Aiken Leader
 The Bamberg County Leader
 Barnwell, The People-Sentinel
 Batesburg-Leesville, The Twin-City News
 Bishopville, Lee County Observer
 Blythewood, The Country Chronicle
 The Voice of Blythewood
 Camden, Chronicle-Independent
 Cheraw, The Link

Chester, The News & Reporter
 Chesterfield County News & Shopper
 The Columbia Star
 Columbia, Carolina Panorama
 Columbia, Fort Jackson Leader
 The Post and Courier Columbia/Free Times
 Columbia, The State (D)
 Kershaw, The News-Era
 Lancaster, Carolina Gateway
 The Lancaster News
 Lexington County Chronicle
 The Newberry Observer

The Post and Courier North Augusta/The Star
 Orangeburg Leader
 Orangeburg, The Times and Democrat (D)
 Pageland Progressive Journal
 Rock Hill, The Herald (D)
 Saluda Standard-Sentinel
 St. Matthews, The Calhoun Times Leader
 The Sumter Item (D)
 Sumter, The Shaw News
 Winnsboro, The Voice of Fairfield County
 The Winnsboro/Fairfield County Country Chronicle

Upstate Region

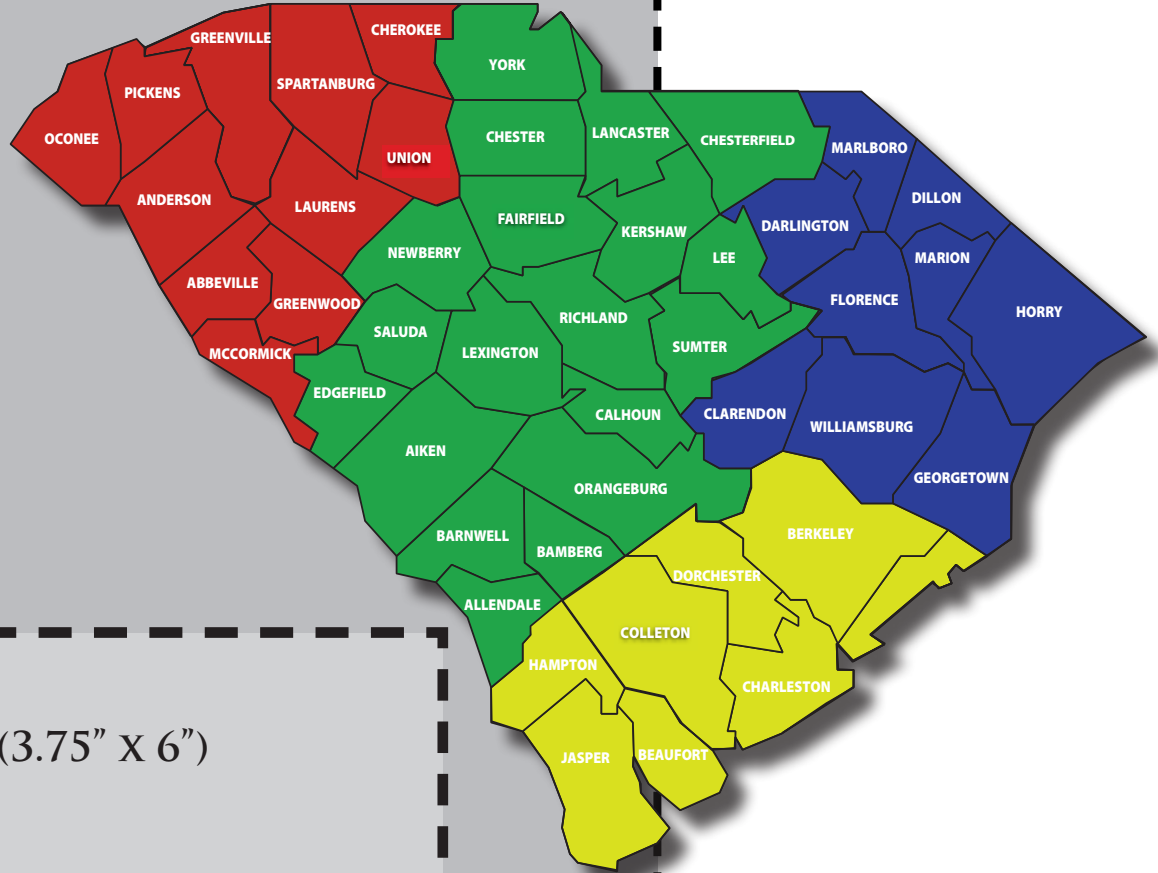
Abbeville, The Press & Banner
 Anderson, Independent Mail (D)
 Belton/Honea Path, News-Chronicle
 The Clinton Chronicle
 Easley, The Sentinel-Progress

The Gaffney Ledger
 Greenville Journal
 The Greenville News (D)
 Greenwood, Index-Journal (D)
 The Greer Citizen
 Laurens County Advertiser
 McCormick, The Journal Messenger

Pickens County Courier
 Seneca, The Journal (D)
 Spartanburg, Herald-Journal (D)
 Union County News
 Williamston, The Journal

*does not participate in QuarterPage+ Display Ad Network

QUARTER PAGE (5.25" x 10.5")



2X6 (3.75" x 6")

2X4 (3.75" x 4")

2X2 (3.75" x 2")

CLASSIFIED NETWORK

72 weeklies | 15 Dailies | Circulation 665,807 | Readership 1,531,356

Pee Dee Region (c: 120,892)

Bennettsville, Herald-Advocate
Conway, The Horry Independent
Darlington County News & Press
The Dillon Herald
Florence, Morning News (D)
Florence, The Community Times
Florence, The News Journal
The Post and Courier Myrtle Beach/Georgetown Times
The Hartsville Messenger
Hartsville News Journal
Kingstree, The News
The Loris Scene
The Loris Times
The Manning Times
Marion Star & Mullins Enterprise
Myrtle Beach, Carolina Forest Chronicle
Myrtle Beach Herald
Myrtle Beach, The Sun News (D)
North Myrtle Beach Times
Pawleys Island, Coastal Observer

Lowcountry Region (c: 215,032)

Beaufort Gazette (D)
Beaufort, The Island News
Bluffton Today
Charleston City Paper
Charleston, The Post and Courier (D)
The Daniel Island News
Goose Creek, The Gazette
Hampton County Guardian

Hilton Head, The Island Packet (D)
Jasper County Sun Times
Moncks Corner, The Berkeley-Independent
Mount Pleasant, Moultrie News
St. George, The Eagle-Record
The Summerville Journal Scene
Walterboro, The Press & Standard

Midlands Region (c: 221,553)

Aiken Standard (D)
The Aiken Leader
The Bamberg County Leader
Barnwell, The People-Sentinel
Batesburg-Leesville, The Twin-City News
Bishopville, Lee County Observer
Blythewood, The Country Chronicle
The Voice of Blythewood
Camden, Chronicle-Independent
Cheraw, The Link
Chester, The News & Reporter
Chesterfield County News & Shopper
The Columbia Star
Columbia, Carolina Panorama
Columbia, Fort Jackson Leader
The Post and Courier Columbia/Free Times
Columbia, The State (D)
Kershaw, The News-Era
Lancaster, Carolina Gateway
The Lancaster News
Lexington County Chronicle
The Newberry Observer

The Post and Courier North Augusta/The Star
Orangeburg Leader
Orangeburg, The Times and Democrat (D)
Pageland Progressive Journal
Rock Hill, The Herald (D)
St. Matthews, The Calhoun Times Leader
The Sumter Item (D)
Sumter, The Shaw News
The Winnsboro/Fairfield County Country Chronicle
Winnsboro, The Voice of Fairfield County

Upstate Region (c: 108,330)

Abbeville, The Press & Banner
Anderson, Independent Mail (D)
Belton/Honea Path, News-Chronicle
The Clinton Chronicle
Easley, The Sentinel-Progress
The Gaffney Ledger
The Greenville News (D)
Greenwood, Index-Journal (D)
The Greer Citizen
Laurens County Advertiser
McCormick, The Journal Messenger
Pickens County Courier
Seneca, The Journal (D)
Spartanburg, Herald-Journal (D)
Union County News
Williamston, The Journal

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Questions?

Contact us. We are happy to help.

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