

# COASTAL OBSERVER

Published every Thursday

Pawleys Island, South Carolina 29585

50 Cents

## Retail Advertising Rates

Effective January 1, 2008

### COASTAL OBSERVER

Commerce Lane, Waccamaw Park  
P.O. Box 1170  
Pawleys Island, S.C. 29585  
(843) 237-8438 FAX (843) 235-0084  
email: coastalobserverads@gmail.com

### PERSONNEL

M.P. "Squeaky" Swenson, Publisher  
Christine Cribb, Advertising Sales  
John Garner, Production Manager

### COMMISSIONS AND TERMS OF PAYMENT

Rates are non-commissionable.  
Payment is due with order unless credit has been arranged. Terms on all accounts: Due Upon Receipt.  
Past due accounts will be charged 1-1/2% per month (18% per year).  
In the event of a past due account, the advertiser is responsible for payment of all legal fees incurred in the collection of that account.  
There will be a \$20 service charge for all returned checks.

### SPECIAL SERVICES

- Advertising layout services are available to all advertisers.
- Proofs will be delivered on request for ads 10 inches or more when copy is submitted by deadline. All ads are available for proofing at our office.
- Tearsheets provided on request.

### ROP DEPTH REQUIREMENTS

Minimum display advertisement acceptable: 1 column by 1 inch.  
Advertisements over 19 inches deep will be billed for full column depth.

### ADVERTISING RATE POLICIES

Rates may be raised on 30 days notice.

### ADVERTISING RATES

#### RETAIL ADVERTISING

Open Rate: \$8.15 per column inch.

### CONTRACT DISCOUNTS

For ads 10 column inches or more:

<u>Term</u>	<u>Rate per column inch</u>
6 weeks	\$6.85
13 weeks	\$6.15
26 weeks	\$5.65

### SPACE DISCOUNTS

<u>Size</u>	<u>Rate per column inch</u>
Over 31.5 ins.	\$6.85
Over 63 ins.	\$6.15
126 ins. (full page)	\$5.65

### PREPRINT RATES

Available upon request.

### COLOR RATES

One spot color:	\$115
Two spot colors:	\$230

Four Color Process with color separations provided by client \$250

The 6 week contract allows for six insertions in a 13 week time period.

The 13 week and 26 week contracts require consecutive weekly placement.

## **Contract and Copy Regulations**

- We reserve the right to insert the word “advertisement” in all ads, especially those which may be mistaken for news articles.

- Liability for errors in advertisements shall not exceed the cost of the space occupied by the error. The publisher accepts no liability for errors in camera-ready copy. Liability for errors in copy set by the publisher is limited to the first publication only. The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher’s liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

- All advertising accepted is subject to the approval of the publisher. We shall have the right to revise or reject in whole or in part any advertisement.

- All rates on this schedule are net and non-commissionable to advertising agencies. Advertisers using agencies to place advertisements are still solely responsible for all charges.

- Any ad canceled after half or more has been produced will be charged at \$10 per hour for production costs.

- Every effort will be made to meet reasonable position requests. Failure to meet these requests will not constitute cause for adjustment, refund or rerun.

- We reserve the right to revise rates on 30 days notice to the advertiser.

## **Deadlines**

Closing time for all ads is **5 p.m. every Friday**. For color ads or ads to be proofed, large ads or ads with difficult composition, deadline is 10 a.m. Friday.

## **Indemnification**

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, plagiarism, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser’s advertisement.

## **Mechanical Measures**

**Printing method:** Offset press using photo composition. Electronic submission of ads using Adobe Portable Document Format (PDF) files is preferred. Photographs may be emailed in jpeg or tiff format for best reproduction.

**Page size:** Printed area 11.5” wide by 21” deep.

1 Col. = 1.824” (10.11 picas)

2 Col. = 3.76” (22.7 picas)

3 Col. = 5.695” (34.2 picas)

4 Col. = 7.63” (45.9 picas)

5 Col. = 9.565” (57.5 picas)

6 Col. = 11.5” (69 picas)

Double Truck = 23.5” (141 picas)

Double trucks are charged at 273 1/2 column inches to cover margined column.

## **Special Classifications**

**Political Rate:** Card rate as earned. Ads must be paid for in advance and must conform to all state and federal requirements, including disclaimer statements.

**Position Charges:** Position cannot be purchased or committed, but ads will be placed in best position to accommodate requests.

## **Classified Rates**

See separate classified rate schedule.

## **Circulation**

COASTAL OBSERVER was established July 1, 1982 and covers the communities of Pawleys Island, Litchfield, Murrells Inlet and vicinity.

**Circulation:** Current figures are available upon request.

Cost: 50¢ single copy.

**Subscription:** \$27 a year in Georgetown and Horry counties; \$33 a year everywhere else in U.S. Delivered by mail.