

Sample Ad Sizes

1 x 2 =
\$16.30/wk
open rate

2 x 3 = \$48.90/wk
open rate

2 x 2 = \$32.60/wk
open rate

2 x 4 = \$65.20/wk
open rate

Prices based on \$8.15/column inch open rate.
Prices good starting Jan. 1, 2011

Space Discounts:

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

Our ad sizes are based on "column width" - the entire newspaper width is 6 columns (11.5").

Column sizes are:

- 1 column = 1.824 inches wide
- 2 columns = 3.76 inches wide
- 3 columns = 5.695 inches wide
- 4 columns = 7.63 inches wide
- 5 columns = 9.565 inches wide
- 6 columns = 11.5 inches wide

(Example: ad size - 2x4 = 3.76" wide x 4" tall)

Ads over a total of 10 column inches (column width x inch height) are eligible for contract rate.

COASTAL OBSERVER

P.O. Box 1170, Pawleys Island, SC 29585
(843) 237-8438 • www.coastalobserver.com

Surfside/Murrells Inlet: **Julia Poole** (843) 333-8617
Pawleys Island/Georgetown: **Christine Cribb** (843) 240-8135

2 x 5

Open rate \$81.50/wk (minimum 1 time)
6 wk contract \$68.50/wk (minimum 6 times)
13 wk contract \$61.50/wk (minimum 13 times)
26 wk contract \$56.50/wk (minimum 26 times)

2 x 6

Open rate \$97.80/wk (minimum 1 time)
6 wk contract \$82.20/wk (minimum 6 times)
13 wk contract \$73.80/wk (minimum 13 times)
26 wk contract \$67.80/wk (minimum 26 times)

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3 x 4

Open rate \$97.80/wk (minimum 1 time)
6 wk contract \$82.20/wk (minimum 6 times)
13 wk contract \$73.80/wk (minimum 13 times)
26 wk contract \$67.80/wk (minimum 26 times)

3 x 5

Open rate \$122.25/wk (minimum 1 time)
6 wk contract \$102.75/wk (minimum 6 times)
13 wk contract \$92.25/wk (minimum 13 times)
26 wk contract \$84.75/wk (minimum 26 times)

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3 x 6

Open rate \$146.70/wk (minimum 1 time)

6 wk contract \$123.30/wk (minimum 6 times)

13 wk contract \$110.70/wk (minimum 13 times)

26 wk contract \$101.70/wk (minimum 26 times)

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3 x 8

Open rate \$195.60/wk (minimum 1 time)
6 wk contract \$164.40/wk (minimum 6 times)
13 wk contract \$147.60/wk (minimum 13 times)
26 wk contract \$135.60/wk (minimum 26 times)

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Quarter page (3 x 10.5)

Open rate \$215.78/wk (minimum 1 time)
6 wk contract \$215.78/wk (minimum 6 times)
13 wk contract \$193.73/wk (minimum 13 times)
26 wk contract \$177.98/wk (minimum 26 times)

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