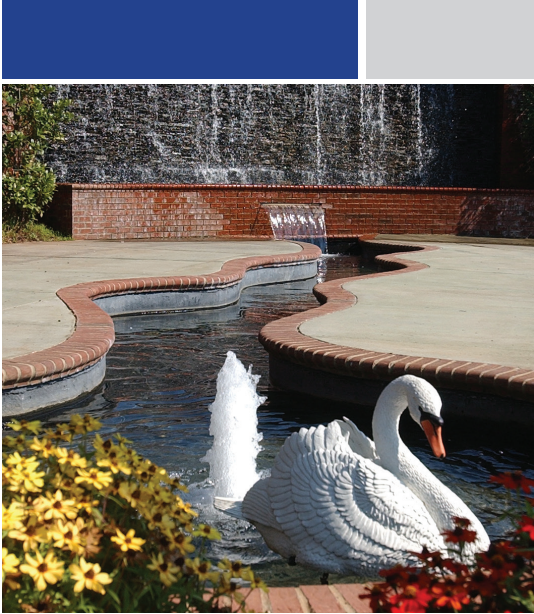
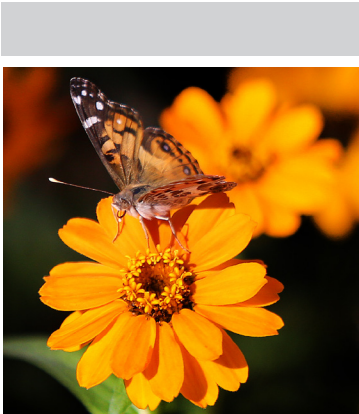


the Sumter ITEM



2014 RATE CARD



Our improved Sumter Item will deliver better results for you!

We're building a better newspaper to better serve our readers and advertisers!

The Sumter Item is locally owned and run. We're part of this community and we believe in Sumter.

News, information and advertising are vital services for the growth and future of the region, so for the past several months and throughout 2014, we've been reinvesting in your newspaper.

We've hired more staff to improve our content. We've improved visuals and typography, and freshened our branding. And we're building a new and better web site.

Our content will be more visual, more actionable and more engaging — **and that makes The Item an even better vehicle to help you grow your business.**

Wider columns: Better for readers and better for your message

We've changed the sizes of our columns and advertising, both in print and online. And we're offering more targeted advertising options to improve the effectiveness of even our least expensive advertising options.

One of our biggest changes is a shift from six to five columns. Why did we do that?

Research shows that reading wider columns of text is easier and faster. So we believe our readers will be able to read more of our content and will spend more time on each page with wider, easier-to-read columns of text.

Wider columns also mean bigger ads throughout the paper, with more room for bigger photos and headlines. The biggest factor in ad effectiveness is size: The bigger the

ad, the higher the readership and response. Bigger headlines and photos also drive more readership.

And rather than selling by the inch, we've created a series of 26 ad options grouped into five broad types — **Dominance, Identity, Impression, Premium A1 and Awareness** — that offer a wide range of prices and shapes at fixed prices. These "modular" ad sizes can stack evenly and neatly on our pages, offering a less cluttered environment for your advertising message.

Research shows that cleaner, more organized pages get higher readership and encourage our audience to spend more time on each page — which means more time with your message.

New widths and ad sizes are easier to understand and better for your message.

Getting your business more exposure online and in print

Our combined print and online audience is larger than ever in our history. And we know it's important for your message to appear in both for maximum reach and effectiveness.

Beginning in 2014, every print ad will be showcased online, providing a web presence for your business. Many of our print packages will also include web ad components. And we'll continue to offer

high-profile web advertising options.

Growing your audience, reach and effectiveness in print and online — it's all part of doing a better job for you, our community and our readers.



DOMINANCE

1	2	3	4	5
Full page	Four-column	3/4 page	2/3 page	Three-column
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

1	2	3	4
1/2 horizontal	1/2 vertical	1/2 corner	Two-column
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

1	2	3	4
1/4 horizontal	1/4 vertical	1/4 tall	One-column
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

1	2	3
Page 1 ear	Page 1 ad alert	Page 1 banner
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

1	2	3	4	5	6	7	8	9	10
1/8 tall cube	1/8 corner	1/8 cube	1/8 vertical	Banner	1/16 cube	1/16 horiz	1/16 vertical	Spot	Half-spot
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 • 1/4 page ad or smaller \$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** (250x300 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. 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 State
Attn: Charlie Brunson
1401 Shop Road • Columbia, SC 29201
803-771-8343
Receiving hours:
Monday–Friday 8 a.m. – 4:30 p.m.

Annual Publications

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



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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.