



Our improved Sumter Item Is coming Tuesday, January 28th!

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.

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.