

Black & White Rates

1. Non-Contract Open Rate

Classified ads are sold by the line, with a minimum of three lines per ad. These rates are for all classified categories except employment ads. Employment rates are available upon request. Discounts are offered for runs of several consecutive days. The best value is 14 consecutive days. Ad schedules that are canceled before the 14-day term is complete will be billed at the effective rate for the number of days the ad ran.

	1 Day	3 Days	7 Days	14 Days
Rates per line per day	\$5.35	\$4.07	\$3.06	\$2.15

2. Contract Rate

(Annual contract volume of 10 column lines running either as display or in-column, agate)

Lines	Daily Rate	Sunday Rate
1,000	\$3.01	\$3.53
2,940	\$2.80	\$3.29
5,880	\$2.60	\$3.06
11,760	\$2.41	\$2.84
38,220	\$2.36	\$2.77
79,380	\$2.31	\$2.71
179,340	\$2.20	\$2.60

Now, your ads can combine the power of print and online. For a small fee, display ads will appear on www.thestate.com exactly as they appear in the newspaper and will include interactive benefits. The combined, unduplicated reach of The State is 76% of adults 18+ in the Columbia market. Ask your advertising representative for more details and rates for online advertising.

3. Discounts & Premiums

A. 25%, 30%, 50% Pickup Discounts

The State offers contract display advertisers a discount on ads repeated without changes within a six-day period. If an advertiser runs two times, the first ad in the schedule is charged full rate, and the second ad is discounted 25%. If an advertisement runs three or more times, the first ad in the schedule is charged full rate and the second is discounted 30%. All subsequent ads within the six-day period receive a 50% discount. Sunday ads are not discounted.

B. Premium Position Rate

Guaranteed Sections (if available).....30%
 Guaranteed Pages (if available)40%
 Premiums are added to the advertiser's contract rate.
 Linage counts toward contract fulfillment.

C. Standby Advertising

The State will accept camera-ready advertisements to be inserted in the newspaper on a space-available basis at a 40% discount. 60% of standby lineage counts toward contract fulfillment.

D. National Rates

Classified advertising for companies located outside South Carolina will be charged at \$7.04 per line daily and \$8.20 per line Sunday. This rate is commissionable at 15% to recognized advertising agencies that have established accounts with **The State** newspaper. A separate rate schedule is available for national employment advertising.

Color Rates

1. Unit Color Charges

1+ Black	\$1,020
2+ Black	\$1,380
3+ Black	\$1,800

A unit is one page or less. A standard double truck is charged at two color units. A tabloid double truck is charged at one color unit.

2. Color Contract Discount

ROP Units	% Discount	1 Color	2 Color	3 Color
10-25	5%	\$969	\$1,311	\$1,710
26-75	10%	\$918	\$1,242	\$1,620
76-125	25%	\$765	\$1,035	\$1,350

Signed color contracts are for one year. Contracts must be signed before the last day of the month prior to that in which the first color insertion is to be published.

3. Color by the Inch

\$14 per Classified column inch (\$1 per line)
 15 inch minimum, not available on discounted products.
 Please ask your representative for details.

4. Positioning

The position of color advertisements cannot be guaranteed because of mechanical/press restrictions.

Artwork & Design

The State newspaper can design your newspaper advertising as well as additional services. The fee for any non-newspaper creative is \$75.00 per hour.

Special Classifications

1. Legal Rates

Daily	\$32.88
Sunday	\$39.08

Legal advertising is charged by the column inch. All legal advertising is cash-in-advance unless credit has been established with **The State**. Legal ads are not accepted over the phone. One affidavit will be provided free of charge as proof of publication for legal advertising clients. Additional copies will be \$1 each.

2. Worship Guide

There is a 5-line minimum for the weekly Saturday Worship Guide and the Neighbors zone of your choice.

ROP	\$2.35 per line
Additional Neighbors Zones70¢ per line

3. Your Service Specialist (Directory)

Service businesses are featured every day in the Classified section. The directory service has a three-line minimum ad size.

500 lines per year – \$1.50 per line daily – \$2.00 per line Sunday

4. Blind Box Charges \$60 per box number

Blind boxes are post office boxes that the newspaper assigns and administers for advertisers wishing to remain anonymous. Ad responses are sent to these boxes and **The State** forwards them to the advertiser once a week. Each ad scheduled requires a specific blind box number.

(An ad may run as many times as necessary during a 30-day period.)

Specifications

Broadsheet Classified Column Widths

Page depth 21 inches

1 column	6p6	1.083 in.
2 column	13p5.33	2.241 in.
3 column	20p4.66	3.398 in.
4 column	27p4	4.556 in.
5 column	34p3.33	5.713 in.
6 column	41p2.66	6.870 in.
7 column	48p2	8.028 in.
8 column	55p1.33	9.185 in.
9 column	62p0.66	10.343 in.
10 column	69p	11.5 in.

Broadsheet ads deeper than 19 inches will be billed at the full depth of 21 inches. Doubletruck ads will be charged an extra column for gutter space.

Deadlines

1. Proof Service

Publication Day	Proof Copy Due	Proof Returned
Sunday Prerun*	Tuesday (4 p.m.)	Thursday (noon)
Sunday	Wednesday (4 p.m.)	Friday (noon)
Sunday Television	Monday (4 p.m.)	Thursday (2 p.m.)
Monday	Thursday (4 p.m.)	Friday (2 p.m.)
CBJ***	Monday (4 p.m.)	Friday (2 p.m.)
Tuesday	Friday (4 p.m.)	Monday (4 p.m.)
Wednesday	Friday (4 p.m.)	Tuesday (noon)
Thursday	Monday (4 p.m.)	Wednesday (noon)
Thursday Neighbors	Friday (4 p.m.)	Tuesday (noon)
Friday	Tuesday (4 p.m.)	Thursday (noon)
Friday Weekend	Monday (4 p.m.)	Wednesday (noon)
Saturday	Wednesday (4 p.m.)	Friday (noon)
Saturday Home & Garden	Tuesday (4 p.m.)	Wednesday (4 p.m.)
Saturday Real Estate Weekly	Tuesday (4 p.m.)	Wednesday (4 p.m.)

2. No Proof Service

Publication Day	Camera Ready or No Proof Copy Due
Sunday Prerun*	Wednesday (4 p.m.)
Sunday	Thursday (4 p.m.)
Sunday Television	Monday (4 p.m.)
Monday	Friday (noon)
CBJ***	Monday (4 p.m.)
Tuesday	Friday (4 p.m.)
Wednesday	Monday (4 p.m.)
Thursday	Tuesday (4 p.m.)
Thurs. Neighbors	Friday (4 p.m.)
Friday	Wednesday (4 p.m.)
Friday Weekend	Tuesday (4 p.m.)
Saturday	Thursday (4 p.m.)
Saturday Home & Garden	Tuesday (4 p.m.)
Saturday Real Estate Weekly	Wednesday (4 p.m.)
Saturday Real Estate Weekly Line Ads	Thursday (4 p.m.)

* Sunday Prerun consists of Business S.C., Life&Arts, Travel, Your Home.

*** CBJ (Columbia Business Journal) publishes the first Monday of every month.

+++ For color ads or double truck ads advance the scheduled deadline 24 hours.

Advertising orders submitted past deadline are subject to a late fee.

Electronic Delivery

Go to our Web site: <http://addesk.thestate.com>

The AdDesk Web site has information you need, such as deadlines, ad sizes and contact information. This site also offers easy-to-understand instructions on how to make display ads that work with our computer systems.