

## Black & White Rates

### 1. Non-Contract Open Rate

Classified ads are rated by the line, with a minimum of three lines per ad. These rates are for all classified employment ads. Discounts are offered for schedules of consecutive days. The best value is 14 consecutive days. However, discounted pricing is available when you buy three days within seven days. Ad schedules that are canceled before the 14-day term is completed will be billed at the effective rate for the number of days the ad ran.

All recruitment advertising appears in The State newspaper, Careerbuilder Weekly and online at [www.thestate.com/careerbuilder](http://www.thestate.com/careerbuilder). Careerbuilder is the number one recruitment site on the web.

Careerbuilder Weekly: add .25¢ per line  
 Line ads: add \$125 for seven days, or \$325 for 30 days on Careerbuilder.com  
 Displays: add \$150 for seven days, or \$325 for 30 days on Careerbuilder.com  
 Web Videos: add \$125 for seven days, or \$150 for 30 days on TheState.com

	1 Day	3 Days	7 Days	14 Days
Rates per line per day	\$5.57	\$4.24	\$3.18	\$2.21

### 2. Contract Rate

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

Lines	Daily Rate	Sunday Rate
500	\$3.24	\$3.83
1,000	\$3.04	\$3.60
2,940	\$2.85	\$3.37
5,880	\$2.64	\$3.12
11,760	\$2.45	\$2.89
38,220	\$2.38	\$2.82
79,380	\$2.33	\$2.76
179,340	\$2.23	\$2.64

### 3. National Rates

Classified advertising for companies located outside South Carolina will be charged at \$7.27 per line daily and \$8.40 per line Sunday. This rate is commissionable at 15% to recognized advertising agencies that have established accounts with **The State** newspaper.

### 4. Ad Discounts

**The State** offers contract advertisers a discount on ads repeated without changes within a six-day period. Any Sunday employment contract display or line ad can be picked up at 50% off on another day of that week, Monday through Saturday. 50% Medical Directory discounts are offered to both contract and non-contract advertisers every Wednesday.

## Special Classification

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.)

## 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.

## 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.

## 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 TV Weekly	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)

### 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 TV Weekly	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.)
Thursday Neighbors	Friday (4 p.m.)
Friday	Wednesday (4 p.m.)
Friday Weekend	Tuesday (4 p.m.)
Saturday	Thursday (4 p.m.)

\* Sunday Prerun consists of Business, 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.