

## Full Run (ROP) Rates per column inch

### 1. National Advertising Rates

<b>The State</b> Monday – Thursday .....	\$161.06
<b>The State</b> Friday .....	\$165.74
<b>The State</b> Saturday .....	\$168.86
<b>The State</b> Sunday and holidays* .....	\$183.23

### 2. Contract Rate

(Annual contract volume of 6-column inches)

Inches	Mon.-Thurs. Rate	Fri. Rate	Sat Rate	Sun. & Holiday Rate
63	\$157.83	\$162.42	\$165.48	\$179.57
126	\$156.22	\$160.77	\$163.80	\$177.74
250	\$154.61	\$159.11	\$162.11	\$175.90
375	\$153.01	\$157.46	\$160.43	\$174.07
500	\$149.91	\$154.27	\$157.18	\$170.55
750	\$148.32	\$152.63	\$155.50	\$168.74
1000	\$146.72	\$150.98	\$153.83	\$166.92
1200	\$145.13	\$149.35	\$152.16	\$165.10
1400	\$142.11	\$146.24	\$149.00	\$161.68
1600	\$140.53	\$144.62	\$147.34	\$159.88
2000	\$138.95	\$142.99	\$145.69	\$158.08
2400	\$137.37	\$141.37	\$144.03	\$156.29

\* Holiday rates are applicable to advertising on New Year's Day, Martin Luther King Jr. Day, Memorial Day, July 4th, Labor Day, Thanksgiving, Christmas Eve and Christmas.

Note: Determination of agency commission based on criteria explained under Conditions & Terms of Payment, located on the back of the contract.

### 3. Political/Point-of-View and Regional/Resort Rates

Monday – Thursday .....	\$129.53
Friday .....	\$133.30
Saturday .....	\$135.80
Sunday & Holidays .....	\$151.80

### 4. Co-op Multi-Dealer Rates\*\*

<b>The State</b> Monday – Thursday .....	\$92.65
<b>The State</b> Friday .....	\$95.35
<b>The State</b> Saturday .....	\$97.15
<b>The State</b> Sunday and holidays* .....	\$110.69

\* Holiday rates are applicable to advertising on New Year's Day, Martin Luther King Jr. Day, Memorial Day, July 4th, Labor Day, Thanksgiving, Christmas Eve and Christmas.

\*\* Co-op rates apply for national nonprofits.

### 5. Repeat Discounts

20% off first repeat; 30% off second and subsequent repeats within 6 days of full-price run. Sundays are not discounted. Multiple runs on the same day are not eligible for the repeat discount. Ads must be identical. No copy changes.

### 6. Standby Advertising

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

## Split Run

Contact your sales representative for more information.

## Color Rates

### 1. Unit Color Charges

1 Color + Black .....	\$1,155
2 Colors + Black .....	\$1,575
3 Colors + Black .....	\$2,100

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.

## Comics

### 1. Local Sunday Comic Rates

Full Page (11 <sup>1</sup> / <sub>2</sub> " x 20") .....	\$5,500.00
3/4 Page (11 <sup>1</sup> / <sub>2</sub> " x 15") .....	\$4,355.10
1/2 Page (11 <sup>1</sup> / <sub>2</sub> " x 9 <sup>3</sup> / <sub>4</sub> ") .....	\$3,008.50
1/3 Page (11 <sup>1</sup> / <sub>2</sub> " x 6 <sup>1</sup> / <sub>2</sub> ") .....	\$2,200.00
1/6 Page (11 <sup>1</sup> / <sub>2</sub> " x 3") .....	\$1,232.00
Impact Strip (11 <sup>1</sup> / <sub>2</sub> " x 1") .....	\$473.00

Above rates include space and color. Comic lineage counts toward ROP contract fulfillment.

### 2. Spadeas

Image Size	Front Width	Back Width	Height
Front 1/4 Fold	2 <sup>5</sup> / <sub>8</sub> "	8 <sup>3</sup> / <sub>8</sub> "	20"
Front 1/3 Fold	3 <sup>5</sup> / <sub>8</sub> "	7 <sup>3</sup> / <sub>8</sub> "	20"
Front 1/2 Fold	5 <sup>1</sup> / <sub>2</sub> "	5 <sup>1</sup> / <sub>2</sub> "	20"
Inside Spread	11 <sup>1</sup> / <sub>2</sub> "		20"

Spadeas accepted for Sunday publication only. Open rate is \$58.30 per thousand, based on full-run Sunday circulation. Frequency discounts are available.

### 3. Gatefolds

Like spadeas, gatefolds are accepted for Sunday publication only. Image size is 5<sup>3</sup>/<sub>4</sub>" x 20". Open rate is \$47.34 per thousand, based on full-run Sunday circulation. Frequency discounts are available. Spadea and gatefold lineage counts toward contract fulfillment.

Deadline is four weeks prior to publication date.

## Telecommunications

<b>The State</b> Monday – Thursday .....	\$76.90
<b>The State</b> Friday .....	\$79.14
<b>The State</b> Saturday .....	\$80.63
<b>The State</b> Sunday and holidays* .....	\$97.50

\* Holiday rates are applicable to advertising on New Year's Day, Martin Luther King Jr. Day, Memorial Day, July 4th, Labor Day, Thanksgiving, Christmas Eve and Christmas.

### 2. Contract Rate

(Annual contract volume of 6-column inches)

Inches	Mon.-Thurs. Rate	Fri. Rate	Sat. Rate	Sun. & Holiday Rate
63	\$69.98	\$72.02	\$73.38	\$88.72
126	\$66.90	\$68.85	\$70.16	\$84.82
250	\$66.13	\$68.06	\$69.35	\$83.84
375	\$63.82	\$65.69	\$66.92	\$80.92
500	\$63.06	\$64.90	\$66.12	\$79.94
750	\$62.30	\$64.11	\$65.31	\$78.97
1000	\$60.76	\$62.52	\$63.70	\$77.02
1200	\$59.99	\$61.73	\$62.90	\$76.04
1400	\$59.22	\$60.93	\$62.09	\$75.07
1600	\$58.45	\$60.14	\$61.29	\$74.10
2000	\$57.68	\$59.35	\$60.48	\$73.12
2400	\$56.90	\$58.55	\$59.65	\$72.13
3780	\$56.52	\$58.17	\$59.27	\$71.66
6300	\$56.14	\$57.77	\$58.86	\$71.17
8800	\$55.37	\$56.98	\$58.05	\$70.20
12600	\$54.61	\$56.20	\$57.26	\$69.23

## 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)
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 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.)
Saturday Home & Garden	Tuesday (4 p.m.)
Saturday Real Estate Weekly	Tuesday (4 p.m.)

## Specifications

### Broadsheet Retail Column Widths

Page depth 21 inches

1 column .....	10p8 .....	1.778 in.
2 column .....	22p4 .....	3.722 in.
3 column .....	34p .....	5.667 in.
4 column .....	45p8 .....	7.611 in.
5 column .....	57p4 .....	9.556 in.
6 column .....	69p .....	11.5 in.

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

### Standard 5 Column Tab Widths

Page depth 11.25 inches

1 column .....	10p8 .....	1.778 in.
2 column .....	22p4 .....	3.722 in.
3 column .....	34p .....	5.667 in.
4 column .....	45p8 .....	7.611 in.
5 column .....	57p4 .....	9.556 in.

Tabloid ads deeper than 10 inches will be billed at the full depth of 11.25 inches.

## 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.

\* Sunday Prerun consists of Business S.C., Life & Arts, Travel and 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.