

## Black & White Rates

### 1. Non-Contract Open Rate

Monday – Thursday.....	\$87.13
Friday .....	\$91.39
Saturday .....	\$93.12
Sunday and holidays* .....	\$113.40

### 2. Annual Contract Rates, Per Column Inch

(Based on annual lineage commitment)

Annual Pages	Annual Inches	Monday through Thursday	Friday	Saturday	Sunday and Holidays*
0.5	63	\$58.24	\$61.10	\$62.25	\$78.06
1	126	\$55.16	\$57.86	\$58.95	\$73.91
2	252	\$54.00	\$56.64	\$57.71	\$72.37
3	378	\$52.12	\$54.66	\$55.69	\$69.84
4	504	\$51.49	\$54.00	\$55.02	\$69.00
5	630	\$50.86	\$53.34	\$54.35	\$68.16
7	882	\$49.60	\$52.03	\$53.01	\$66.48
10	1,260	\$48.74	\$51.13	\$52.09	\$65.31
15	1,890	\$48.11	\$50.47	\$51.41	\$64.48
20	2,520	\$47.49	\$49.82	\$50.75	\$63.64
30	3,780	\$46.63	\$48.92	\$49.84	\$62.50
50	6,300	\$46.01	\$48.27	\$49.17	\$61.66
70	8,820	\$44.33	\$46.50	\$47.38	\$59.41
100	12,600	\$42.67	\$44.76	\$45.60	\$57.19

\* 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.

### 3. Repeat Discounts

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

### 4. Standby Advertising Discount

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

### 5. Premium Position Rates

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

## 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

\$20 per column inch

(\$100 minimum charge. Available only for ads up to 90 inches.)

## 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	Wednesday (4 p.m.)

## Highlighted Sections (Special Rates)

### WEEKEND

Publication Date: Friday

Format: Tabloid

Advertising Deadlines:

- With Proof – Monday (4 p.m.)
- Without Proof – Tuesday (4 p.m.)

Signed frequency contract required.

Spot color:	\$225
Two color:	\$375
Full color:	\$450

### Columbia Business Journal

Publication Date: First Monday of each month

Format: Tabloid

Advertising Deadline: Monday one week prior to publication date

Special Color Rates:

Spot color:	\$225
Two color:	\$375
Full color:	\$450

Business Marketplace:

This is a monthly feature appearing in CBJ. A 6-month commitment is required. Advertisers will be showcased as the featured business after the sixth ad publishes. The advertiser must supply the advertorial information.

\$400 per run (includes full color)

Ad size: 12.5 inches

People & Announcements (Hirings and promotions announcements):

2x6                      \$325

## Wrapper Program

Includes *The State* and TMC distribution.

	Open Rate	6x	13x	26x	52x
Front Cover, Full Page	\$3,000.00	\$2,760.00	\$2,550.00	\$2,400.00	\$2,250.00
Back Cover, Full Page	\$2,600.00	\$2,392.00	\$2,210.00	\$2,080.00	\$1,950.00
Inside, Full Page	\$2,400.00	\$2,208.00	\$2,040.00	\$1,920.00	\$1,800.00
Front Cover, Half Page	\$1,800.00	\$1,656.00	\$1,530.00	\$1,440.00	\$1,350.00
Back Cover, Half Page	\$1,620.00	\$1,490.40	\$1,377.00	\$1,296.00	\$1,215.00
Inside, Half Page	\$1,440.00	\$1,324.80	\$1,224.00	\$1,152.00	\$1,080.00

### HOME & GARDEN

Publication Date: Saturday

Format: Broadsheet

Advertising Deadlines:

- With Proof – Tuesday (4 p.m.)
- Without Proof – Tuesday (4 p.m.)

Special Discount Rates:

- 13-week commitment (20% off contract rate)
- 26-week commitment (30% off contract rate)
- 52-week commitment (40% off contract rate)

## 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.

## 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.

\* 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.