

The Bluffton Sun

Serving the smiling faces, beautiful places of greater Bluffton and Okatie

An Overview...

The Bluffton Sun was founded as The City Sun, a newsletter for Sun City Hilton Head, in 1998. In 2002, the paper retained the name while undergoing the transformation to a monthly community newspaper whose circulation was expanded throughout greater Bluffton. It became known as Bluffton City Sun in 2006.

In 2009, the newspaper was renamed The Bluffton Sun to better reflect the focus and increased distribution to the entire 27,000 plus households and businesses throughout greater Bluffton and Okatie. That distribution is via the United States Postal Service, which guarantees the newspaper is delivered safe and dry in local mailboxes.

The newspaper now is published bi-monthly, reflecting the wishes of our advertisers, who desired increased exposure to our readers, and our readers who told us over and over again they wished to see news and information about our ever-expanding community more frequently. Having two issues every month is a win-win for advertisers and readers alike.

Although the town's population is dramatically expanding, there remains a true sense of community among the residents fostered by The Bluffton Sun that has been serving all the smiling faces, beautiful places of Greater Bluffton and Okatie since 1998.

Inside every issue you will find news of town issues, features on Bluffton people and places, helpful advice from local columnists and extensive information on events and activities. The publication has received the prestigious General Excellence award from the Southeastern Advertising Publishers Association several times over the past few years.

We are proud of our newspaper and the results it produces for our advertisers. The publication is a powerful marketing tool for local and regional companies that are searching for an affordable way to reach everyone in an ever expanding marketplace.

Welcome to The Bluffton Sun! Please let us know how we can serve you.

Sincerely,

Kevin Aylmer
Publisher

PO Box 2056, Bluffton, SC 29910 • Tel: (843) 757-9507 • Fax (843) 757-9506
www.blufftonsun.com



The Hilton Head Sun

Serving the smiling faces, beautiful places of greater Hilton Head Island



An Overview...

After 15 years of publishing *The Bluffton Sun*, the company continued its expansion with the debut of *The Hilton Head Sun* community newspaper in July of 2012. Since that time, readers have come to expect *The Hilton Head Sun* in their mailboxes on the first Wednesday of every month.

"*The Hilton Head Sun* continues the tradition of our award-winning style of community news, features, and information that has been so successful in Bluffton" reported BJ Frazier, former Publisher and Owner. Frazier went on to say: "Over the years, Hilton Head residents asked when they would see their own homegrown Sun. The staff responded by producing a "must-read Newspaper dedicated to the Hilton Head community."

Lynne Hummell, a 28-year resident of Hilton Head, is the Editor of *The Hilton Head Sun*. "Our company and our readers are

extremely fortunate to have such an experienced and knowledgeable journalist setting the editorial direction of this newspaper." Said Kevin Aylmer, Publisher of the

Hilton Head Sun.

The monthly newspaper is delivered free by the U.S. Postal Service to every one of the 21,400 households and businesses on Hilton Head "safe and dry inside their mailboxes" on the first Wednesday of each month. Total market penetration has been a successful strategy for our advertisers who consistently enjoy a strong response to their ad messages.

A recent CVC Readership Survey learned that nearly 80% of the residents that receive The Sun read the paper "cover to cover" and 75% purchase products and services they see advertised in the paper.

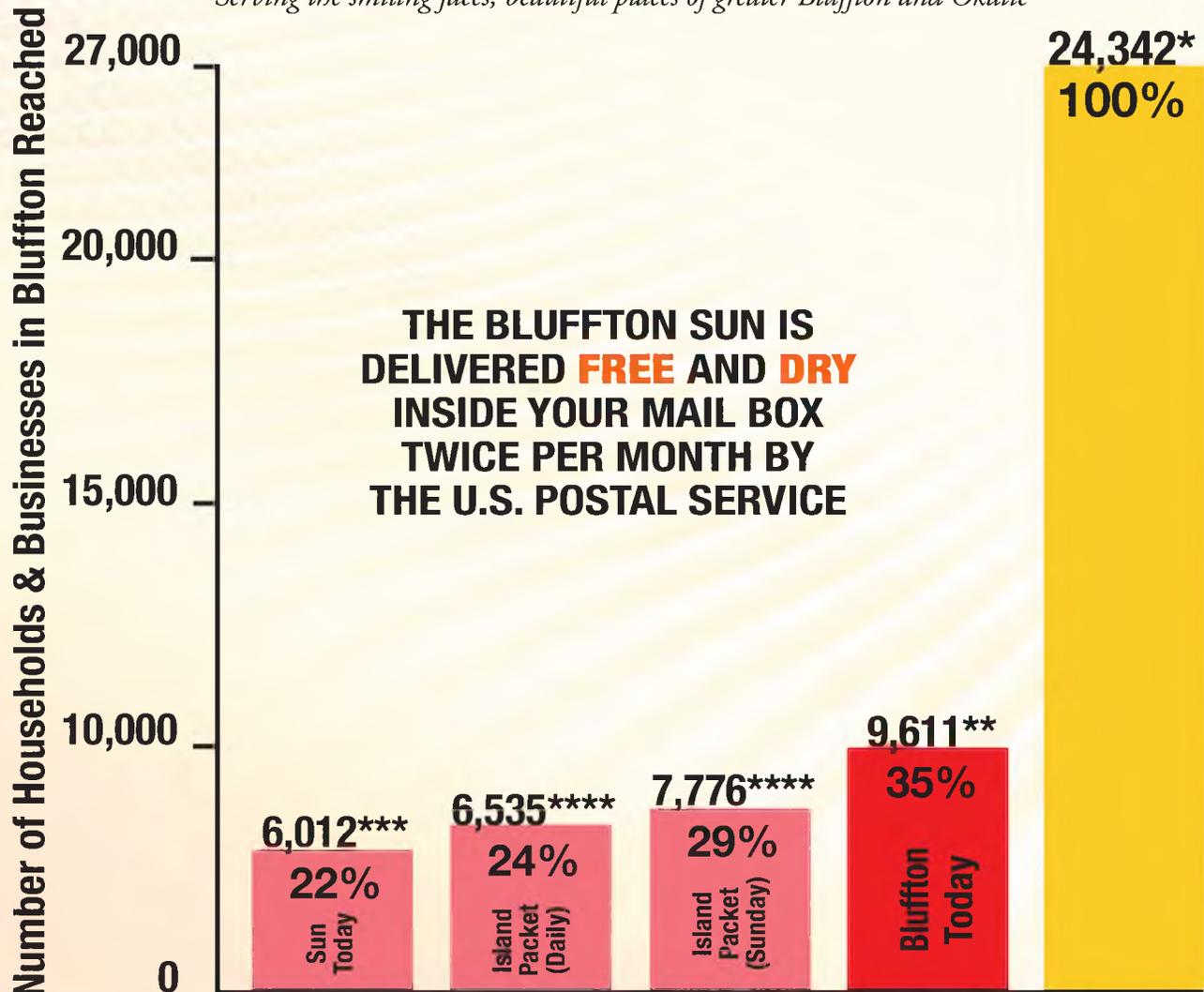
When asked about The Sun, readers respond that reading the paper is "enjoyable," "full of good information," "contains features on their neighbors" and they "look forward to receiving it."

The Hilton Head Sun includes many of the same features found regularly in The Bluffton Sun, along with a healthy dose of island-specific news and features.

For more information about The Hilton Head Sun, contact us at 843-757-9507 or 412-389-1643. To submit information to be considered for publication, email Hummell at editor@hargray.com.

No one delivers **BLUFFTON** like The Bluffton **Sun**

Serving the smiling faces, beautiful places of greater Bluffton and Okatie



* The Bluffton Sun distribution is verified by U.S. Postal Service receipts of the December 20, 2016 edition. Receipts are available upon written request. This quantity does not include 1,000 copies per edition that are distributed in racks and locations in Bluffton and on Hilton Head Island.

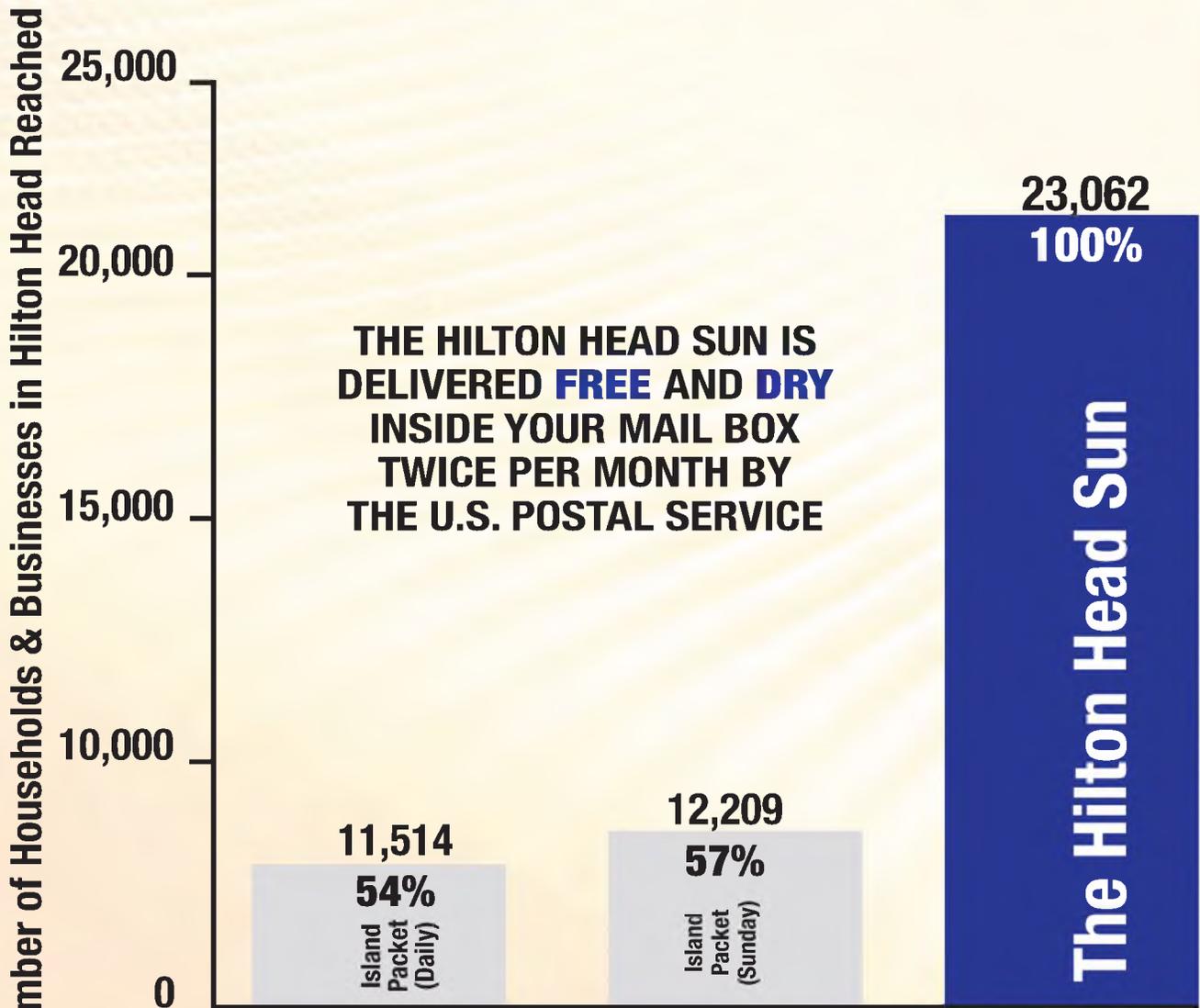
** Bluffton Today distribution is verified by the latest available "2012 Bluffton Today and The Sun Today Certified Audit of Circulation Newspaper Publisher's Statement." This number does not include the 2,081 copies that are distributed inside The Savannah Morning News. This statement is available upon written request.

***Sun Today distribution is verified by the latest available "2012 Bluffton Today and The Sun Today Certified Audit of Circulation Newspaper Publisher's Statement." This statement is available upon written request.

**** Island Packet (Sunday) and Island Packet (Daily) paid circulation is verified by the ABC (Audit Bureau of Circulations) Report dated March 25, 2012. This report is available upon written request.

**To Advertise in The Bluffton Sun, and reach EVERY household in Bluffton,
Call (843) 757-9507**

No one delivers
HILTON HEAD like
 The Hilton Head **Sun**
Serving the smiling faces, beautiful places of greater Hilton Head Island



SOURCES: The Hilton Head Sun - USPS records, does not include 1,200 newsstand copies on Hilton Head; December 7, 2016; Island Packet (Sunday) and Island Packet (Daily) paid circulation is verified by the ABC (Audit Bureau of Circulations) Report dated March 25, 2012. This report is available upon written request.

TO ADVERTISE CALL YOUR MARKETING REPRESENTATIVE TODAY!
(843) 757-9507

The Bluffton Sun



2018 PUBLISHING DATES & DEADLINES

Space Reservations and Ad Copy Deadlines	Complete Ad Files Deadlines	Publication Issue Dates
THURS 12/14	WED 12/27	WED 1/3
THURS 1/4	TUES 1/9	WED 1/17
THURS 1/25	TUES 1/30	TUES 2/6*
THURS 2/8	TUES 2/13	WED 2/21
THURS 2/22	TUES 2/27	TUES 3/6
THURS 3/8	TUES 3/13	TUES 3/20
THURS 3/22	TUES 3/27	TUES 4/3
THURS 4/5	TUES 4/10	TUES 4/17
THURS 4/19	TUES 4/24	TUES 5/1
THURS 5/3	TUES 5/8	TUES 5/15
THURS 5/24	TUES 5/29	TUES 6/5*
THURS 6/7	TUES 6/12	TUES 6/19
THURS 6/21	TUES 6/26	TUES 7/3
THURS 7/5	TUES 7/10	TUES 7/17
THURS 7/19	TUES 7/24	TUES 7/31
THURS 8/2	TUES 8/7	TUES 8/14
THURS 8/23	TUES 8/28	WED 9/5*
THURS 9/6	TUES 9/11	TUES 9/18
THURS 9/20	TUES 9/25	TUES 10/2
THURS 10/4	TUES 10/9	TUES 10/16
THURS 10/18	TUES 10/23	TUES 10/30
THURS 11/1	TUES 11/6	TUES 11/13
WED 11/21	TUES 11/27	TUES 12/4*
THURS 12/6	TUES 12/11	TUES 12/18

NOTE: * 1 EXTRA WEEK BETWEEN PUBLICATIONS

The Hilton Head Sun

2018 PUBLISHING DATES & DEADLINES

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THURS 1/25	TUES 1/30	WED 2/7
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WED 11/21	TUES 11/27	WED 12/5

The Bluffton Sun

Serving the smiling faces, beautiful places of greater Bluffton and Okatie

2018 RateCard & Ad Specs

Annual Frequency Discounts

Sizes	1 Time	3 X 10% DISCOUNT	6 X 15% DISCOUNT	12 X 20% DISCOUNT	18 X 25% DISCOUNT	24 X 30% DISCOUNT
Business Card 3.25 x 2	\$79.00	\$71.00	\$68.00	\$64.00	\$59.00	\$55.00
1/8 Page v 2.5 x 5 h 5 x 2.5	\$146.00	\$132.00	\$128.00	\$118.00	\$111.00	\$104.00
1/4 Page v 5 x 5 h 10 x 2.5	\$283.00	\$256.00	\$242.00	\$229.00	\$215.00	\$201.00
1/2 Page v 5 x 10.25 h 10 x 5	\$552.00	\$498.00	\$471.00	\$445.00	\$418.00	\$391.00
Full Page 10 x 10.25	\$1,065.00	\$961.00	\$909.00	\$857.00	\$804.00	\$752.00

ADVERTISING INSERTS Cost Per-Thousand (cpm)

	1X	3X	6X	12X
Card Inserts	\$66.00	\$59.40	\$55.00	\$52.80
2-8 Pages	\$88.00	\$79.20	\$74.80	\$70.40

25% Discount for Combination Buy.
Place an ad in The Bluffton Sun and receive a 25% Discount on same ad in The Hilton Head Sun.

Please send advertising space reservations to kevina@blufftonsun.com or call (843) 757-9507

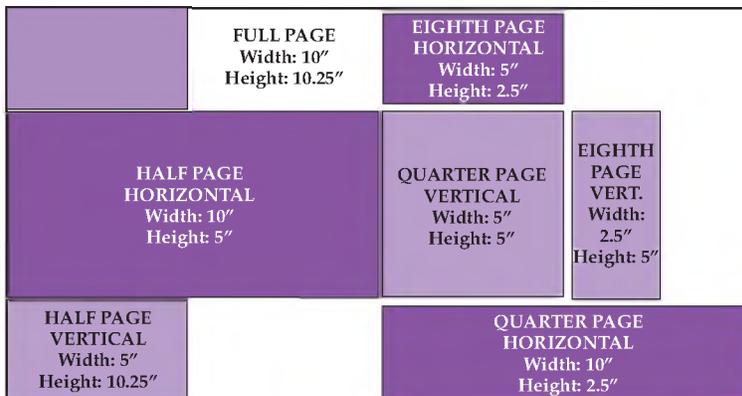
Advertising Deadlines

Publication is bi-monthly generally on the first and third Tuesday. Advertising space and material deadlines are 10 days prior & electronic ad materials are due no later than 6 days prior to publication (For camera ready art, please send CMYK or Grayscale PDFs.)

Graphic design services are complimentary for our advertisers that have reasonable ad design requests. For multiple design consultations and redesigned ads, or design work performed for non-advertisers, there is a fee of \$50.00 per hour.

Additional Rate Information

Spot Color: one spot color plus black . \$60.00
Full-Color \$110.00
Guaranteed Premium Positioning . . . 25% add
Agreement for frequency of 3 or more ads no charge for color.



the approval of the publisher. Max. size 10" x 12". Inserts must be delivered to our printer The Post & Courier, 134 Columbus St., Charleston, SC 24903 one week prior to publication. For odd size or multi-page inserts please submit sample for pricing. Please ask your representative for zoning information. Add 20% premium for less than full-run distribution. Full-run distribution is approximately 28,000. Min. 7,200 copies per issue.

Classified Advertising

(Cash, check, MasterCard or Visa in advance only.)
up to 5 lines \$29.00
each additional line \$6.00

Advertising PrePrints

Advertising inserts will be accepted subject to

Bills / Credits

Multiple insertion discounts require advertising be pre-paid. New accounts must be pre-paid until credit has been approved. Payments are due and payable upon receipt of invoice. Publisher reserves the right to adjust rates with 30 days written notice. Agency invoicing available, however client is responsible for payment.

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Your Advertising Message Can Now Be Online For
As Low As **\$15** Per Week.
WELCOME TO THE "BRAND NEW"
www.blufftonsun.com

Place Your Display Ad
(200x200) Online For
Two Weeks For As
Low As **\$29.95**

Leaderboard ads (768x90)
available (limited to 5
advertisers) For One
Month **\$299**

Digital Only Display
Ads (200x200) Available
For Two Weeks
For Only **\$69.95**

Become A Charter
Online Advertiser And
Receive This Rate For One Year!



**The Bluffton Sun Content Now Available 24 Hours
A Day Whenever and Wherever You Want It!**

Please call your Advertising Representative Today!

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The Hilton Head Sun



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	FULL PAGE Width: 10" Height: 10.25"	EIGHTH PAGE HORIZONTAL Width: 5" Height: 2.5"	
	HALF PAGE HORIZONTAL Width: 10" Height: 5"	QUARTER PAGE VERTICAL Width: 5" Height: 5"	EIGHTH PAGE VERT. Width: 2.5" Height: 5"
	HALF PAGE VERTICAL Width: 5" Height: 10.25"		QUARTER PAGE HORIZONTAL Width: 10" Height: 2.5"

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ADVERTISING AGREEMENT

(Name of advertiser)

has agreed to purchase _____ insertions beginning with the
(Number of Insertions)

_____ issue. The size of the advertisements will be _____
(Date of Issue) (Size of Ads)

and the cost of each will be _____ with the cost of the contracted
(Cost of Each Ad)
schedule to be _____.
(Total Cost)

POLICIES: *includes full color

To retain discounted rate ads must be inserted in consecutive issues.

The full cost of the schedule must be paid for in advance to achieve discount.

The Publisher reserves the right to adjust advertising rates with 30 days written notice

Additional charges may apply for spot or full-color and guaranteed positioning.

Advertising material accepted subject to the approval of the Publisher.

We will invoice an advertising agency or representative although the client is ultimately responsible for payment.

Graphic design services are complimentary for our advertisers. Multiple design consultations or work performed for non-advertisers is available at the rate of \$50 per hour.

Accepted by the Advertiser by _____ Date _____
(Owner / Manager)

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-Mail _____

Accepted for the Publisher _____ Date _____



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(Owner / Manager)

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-Mail _____

Accepted for the Publisher _____ Date _____

PLEASE PRINT - APPLICATION MUST BE FILLED IN COMPLETELY AND SIGNED



CREDIT APPLICATION

PO Box 2056, Bluffton, SC 29910

Acct No. _____ Date _____

Rep. _____

Incorporated _____

UNDER STATE LAWS OF _____

WHEN _____

ESTABLISHED _____

KIND OF BUSINESS _____

DUN & BRADSTREET _____

RATING _____

MONTHLY CREDIT DESIRED _____

PHONE _____

OFFICIAL _____

NAME OF FIRM _____

TRADE NAME _____

ADDRESS _____

CITY & STATE _____

PHONE _____

BILLING _____

ADDRESS _____

NAME, ADDRESS OF FIRM OR INDIVIDUAL AUTHORIZED TO PLACE ADVERTISING ON YOUR BEHALF

Corporation

Partnership

Proprietorship

Franchise

HOME ADDRESS OF CORPORATE OFFICERS, PARTNERS, OWNERS, ETC.

NAME 1 _____ 2 _____ 3 _____

ADDRESS _____

CITY/STATE _____

PHONE _____

OTHER PLACES OF BUSINESS _____

CREDIT INFORMATION

Names and addresses of two or more firms with whom you have established Credit, Preferably other media

BANK REFERENCE

Kind of Account: _____ Regular Check _____ Special Checking _____ Savings _____ Loan _____

Name of Bank _____ Branch _____ Address _____ Account No. _____

Have you, or other firms operated by same Principals, advertised with us before? _____

If so, under what name? _____

It is understood and agreed that all charges not paid and received within 30 days of billing date are subject to a periodic charge of 1 1/2% per month or 18% annually.

For Office Use

Credit Manager

Date Approved

Signature & Title

Date _____



..... **AD INSERTION ORDER**

Today's Date _____ Sales Rep _____
Advertiser _____
Contact/Authorized Person _____
Phone _____ Fax _____
Email _____

..... **AD INFORMATION**

New Ad **Pick-Up** **Ad with Changes**
Ad Size: ___ 1/16 ___ 1/8 ___ 1/4 ___ 1/2 ___ Full
 ___ Horizontal or ___ Vertical • ___ Color or ___ B&W

Ad start date _____ End Date _____

Ad caption“ _____ ”

Proof? _____ To Whom _____
(please have contact info above)

Pick-up ad issue date _____

Insert _____ Quantity _____ Zones(s) _____

Special Instructions _____

..... **BILLING INFORMATION**

Amount received \$ _____

Payment method Cash _____ Credit approved _____ Credit Card _____

Credit Card Type Visa Master Card # _____

Person authorizing credit card _____ Exp. Date _____

Billing Address _____

City _____ State _____ Zip Code _____

Attention _____ Tearsheet(s)? _____



..... **AD INSERTION ORDER**

Today's Date _____ Sales Rep _____

Advertiser _____

Contact/Authorized Person _____

Phone _____ Fax _____

Email _____

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