

# South Carolina Media Plan

Presented by:



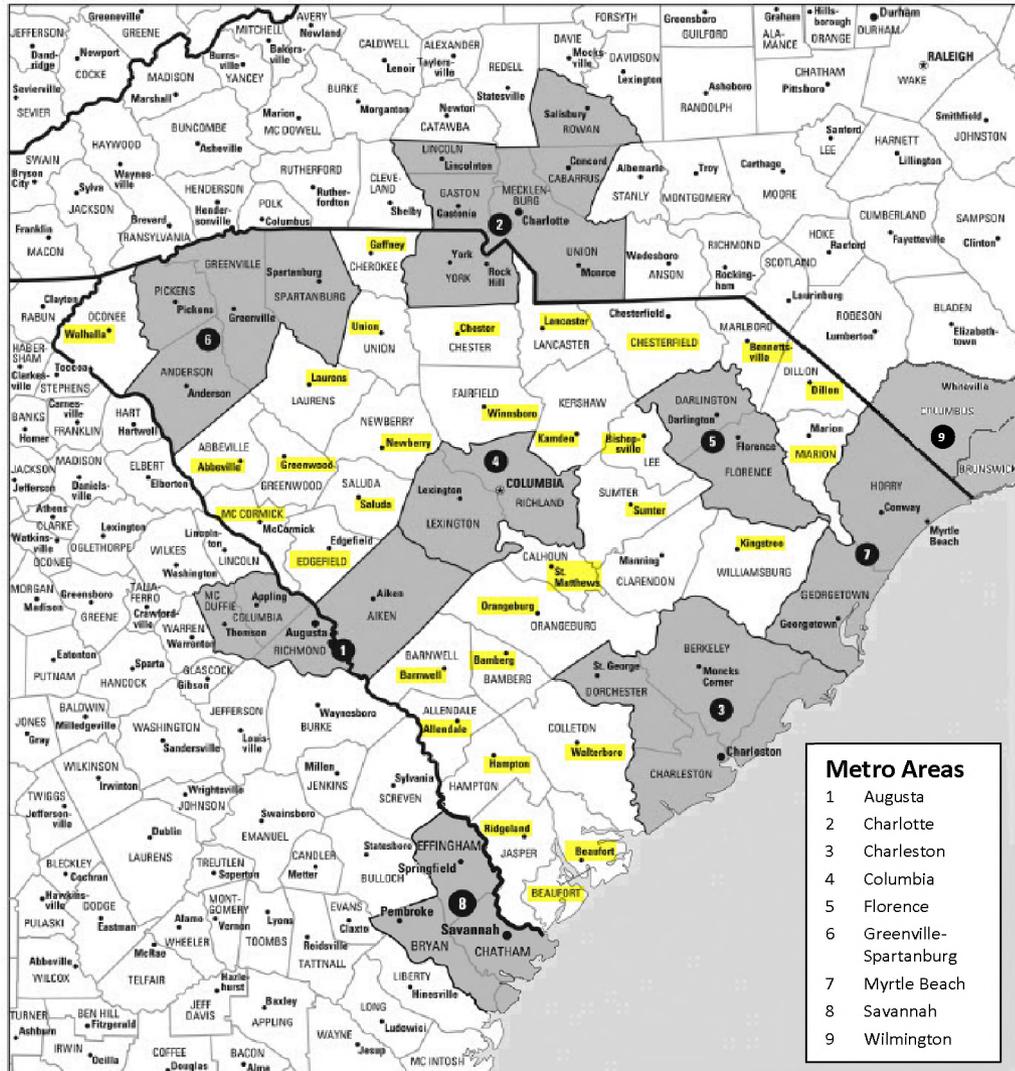
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# Campaign Overview

- **Media Objective:** To communicate with South Carolina taxpayers who may be eligible for free identity theft protection due to a data breach.
- **Media Strategy:** To efficiently utilize a media mix that will effectively reach the demographic and geographic target audiences.
  - Daily and weekly community newspapers will effectively reach the older segments of the target audience.
  - Local business publications will be used to target professionals and business owners.
  - Radio formats will be selected to reach a variety of age group, i.e. Top 40 delivers the younger segments and News Talk, the older segments.
  - Special target audiences, such as military and those incarcerated, will be reached with category specific print vehicles.
  - Statewide radio coverage through the use of the South Carolina Radio Network
- **Demographic Target:** Persons 18+
- **Geographic Target:**
  - **Primary:** Metro Areas in the state of South Carolina, defined as Charleston, Columbia, Florence, Myrtle Beach, and Greenville-Spartanburg
  - **Secondary\***- Metro Areas adjacent to the South Carolina borders, defined as Charlotte and Wilmington, North Carolina and Augusta and Savannah, Georgia

\*The South Carolina Department of Commerce reports that the majority of South Carolina residents who migrate out of the state, move to North Carolina and Georgia.

# Media Activity Map



**Metro Areas to receive print and radio advertising**

**Areas to receive daily/weekly community newspaper advertising**

- Metro Areas**
- 1 Augusta
  - 2 Charlotte
  - 3 Charleston
  - 4 Columbia
  - 5 Florence
  - 6 Greenville-Spartanburg
  - 7 Myrtle Beach
  - 8 Savannah
  - 9 Wilmington

# Charleston Media Detail

| Media                                       | Unit    | Circulation | Frequency |
|---|---------|-------------|-----------|
| NSP/Charleston Post & Courier               | HP, b/w | 81,187      | 6x        |
| NSP/Charleston City Paper (Alternative)     | HP, b/w | 40,000      | 2x        |
| NSP/Charleston Chronicle (African American) | HP, b/w | 6,000       | 2x        |
| NSP/Kingtree News                           | HP, b/w | 4,400       | 2x        |
| NSP/Walterboro Colletonian                  | HP, b/w | 6,500       | 2x        |
| NSP/Charleston Business Journal             | FP, 4c  | 8,500       | 2x        |
| Radio                                       | :30s    |             | 4 weeks   |

# Columbia Media Detail

| Media                                 | Unit    | Circulation | Frequency |
|---------------------------------------|---------|-------------|-----------|
| NSP/The State                         | HP, b/w | 72,855      | 6x        |
| NSP/Sumter Item                       | HP, b/w | 13,139      | 6x        |
| NSP/Orangeburg Times & Democrat       | HP, b/w | 11,718      | 6x        |
| NSP/Calhoun Times (St. Matthews)      | HP, b/w | 1,800       | 2x        |
| NSP/Camden Chronicle-Independent      | HP, b/w | 6,500       | 2x        |
| NSP/Columbia Free Times (Alternative) | HP, b/w | 35,000      | 2x        |
| NSP/Lee County Observer (Bishopville) | HP, b/w | 2,500       | 2x        |
| NSP/Newberry Observer                 | HP, b/w | 5,600       | 2x        |
| NSP/Saluda Standard Sentinel          | HP, b/w | 4,190       | 2x        |
| NSP/Winnsboro Herald Independent      | HP, b/w | 1,970       | 2x        |
| NSP/Columbia Business Journal         | FP, 4c  | 6,000       | 2x        |
| Radio                                 | :30s    |             | 4 weeks   |

# Florence/Myrtle Beach Media Detail

| Media  | Unit    | Circulation | Frequency |
|--|---------|-------------|-----------|
| NSP/Florence Morning News                    | HP, b/w | 22,822      | 6x        |
| NSP/Myrtle Beach Sun News                    | HP, b/w | 40,020      | 6x        |
| NSP/Cheraw Chronicle                         | HP, b/w | 12,500      | 2x        |
| NSP/Dillon Herald                            | HP, b/w | 7,300       | 2x        |
| NSP/Marion County News Journal               | HP, b/w | 11,380      | 2x        |
| NSP/Marlboro Herald-Advocate (Bennettsville) | HP, b/w | 5,500       | 2x        |
| Radio/Florence                               | :30s    |             | 4 weeks   |
| Radio/Myrtle Beach                           | :30s    |             | 4 weeks   |

# Greenville/Spartanburg Media Detail

| Media                          | Unit    | Circulation | Frequency |
|--------------------------------|---------|-------------|-----------|
| NSP/Greenville News            | HP, b/w | 60,340      | 6x        |
| NSP/Spartanburg Herald Journal | HP, b/w | 34,147      | 6x        |
| NSP/Anderson Independent Mail  | HP, b/w | 26,155      | 6x        |
| NSP/Greenwood Index Journal    | HP, b/w | 11,367      | 6x        |
| NSP/Seneca Journal             | HP, b/w | 10,000      | 6x        |
| NSP/Union Daily Times          | HP, b/w | 4,036       | 6x        |
| NSP/Abbeville Press & Banner   | HP, b/w | 5,000       | 2x        |
| NSP/Gaffney Ledger             | HP, b/w | 8,000       | 2x        |
| NSP/Laurens County Advertiser  | HP, b/w | 6,300       | 2x        |
| NSP/Walhalla Keowee Courier    | HP, b/w | 3,500       | 2x        |
| NSP/GSA Business               | FP, 4c  | 8,500       | 2x        |
| Radio/Greenville-Spartanburg   | :30s    |             | 4 weeks   |

# North Carolina Media Detail

| Charlotte Media             | Unit    | Circulation | Frequency |
|-----------------------------|---------|-------------|-----------|
| NSP/Charlotte Observer      | HP, b/w | 191,162     | 2x        |
| NSP/Rock Hill Herald        | HP, b/w | 21,100      | 6x        |
| NSP/Cheraw Link             | HP, b/w | 10,819      | 2x        |
| NSP/Chester News & Reporter | HP, b/w | 4,800       | 2x        |
| NSP/Lancaster News          | HP, b/w | 9,500       | 2x        |
| Radio                       | :30s    |             | 2 weeks   |

| Wilmington Media         | Unit    | Circulation | Frequency |
|--------------------------|---------|-------------|-----------|
| NSP/Wilmington Star News | HP, b/w | 41,100      | 2         |
| Radio                    | :30s    |             | 2 weeks   |

# Georgia Media Detail

| Augusta Media                 | Unit    | Circulation | Frequency |
|-------------------------------|---------|-------------|-----------|
| NSP/Augusta Chronicle         | HP, b/w | 60,900      | 2x        |
| NSP/Aiken Standard            | HP, b/w | 14,362      | 6x        |
| NSP/Allendale Sun             | HP, b/w | 1,048       | 2x        |
| NSP/Bamberg Advertiser Herald | HP, b/w | 2,800       | 2x        |
| NSP/Barnwell People-Sentinel  | HP, b/w | 4,200       | 2x        |
| NSP/Edgefield Advertiser      | HP, b/w | 2,700       | 2x        |
| NSP/McCormick Messenger       | HP, b/w | 2,700       | 2x        |
| Radio                         | :30s    |             | 2 weeks   |

| Savannah Media                    | Unit    | Circulation | Frequency |
|-----------------------------------|---------|-------------|-----------|
| NSP/Savannah Morning News         | HP, b/w | 44,000      | 2x        |
| NSP/Hilton Head Island Packet     | HP, b/w | 19,900      | 6x        |
| NSP/Beaufort Gazette (combo w/HH) | HP, b/w | 9,960       | 6x        |
| NSP/Hampton County Guardian       | HP, b/w | 4,100       | 2x        |
| NSP/Jasper County Sun             | HP, b/w | 1,800       | 2x        |
| Radio                             | :30s    |             | 2 weeks   |

# Special Targets Media Detail

| Media                                  | Unit    | Circulation | Frequency |
|--|---------|-------------|-----------|
| <b>Military Base Newspapers</b>        |         |             |           |
| Beaufort Boot/Parris Island Jet Stream | HP, b/w | 12,000      | 3         |
| Shaw News                              | HP, b/w | 7,600       | 3         |
| Ft. Jackson Leader                     | HP, b/w | 15,000      | 3         |
| Charleston Patriot                     | HP, b/w | 12,500      | 3         |
| <b>Prison Legal News (National)</b>    | HP, b/w | 7,000       | 1         |

# South Carolina Radio Network

A network of radio stations across the state, primarily in non-metro areas.

| Station | Format           | Dial  | City         |
|---------|------------------|-------|--------------|
| WDOG-FM | Variety          | 93.5  | Allendale    |
| WANS-AM | Fox Sports Radio | 1280  | Anderson     |
| WRIX-FM | Talk/Personality | 103.1 | Anderson     |
| WDOG-AM | Country Western  | 1460  | Barnwell     |
| WCAM-AM | Oldies           | 1590  | Camden       |
| WTMA-AM | News/Talk/Info   | 1250  | Charleston   |
| WPCC-AM | Sports           | 1410  | Clinton      |
| WVOC-FM | News/Talk/Sports | 100.1 | Columbia     |
| WFRK-FM | News/Talk        | 95.3  | Florence     |
| WJMX-FM | Hot AC           | 103.3 | Florence     |
| WFIS-AM | News/Talk/Sports | 1600  | Fountain Inn |
| WZZQ-AM | Country          | 1500  | Gaffney      |
| WORD-AM | News/Talk        | 950   | Greenville   |
| WYRD-FM | News/Talk        | 106.3 | Greenville   |
| WBHC-FM | AC               | 92.1  | Hampton      |

| Station | Format           | Dial  | City         |
|---------|------------------|-------|--------------|
| WGZO-FM | Classic Rock     | 103.1 | Hilton Head  |
| WXYY-FM | Hot AC           | 107.9 | Hilton Head  |
| WKSX-FM | Oldies           | 92.7  | Johnston     |
| WHYM-AM | News/Talk/Sports | 1260  | Lake City    |
| WEZV-FM | Easy Listening   | 105.9 | Myrtle Beach |
| WKDK-AM | AC               | 1240  | Newberry     |
| WQKI-FM | Adult Urban R&B  | 102.9 | Orangeburg   |
| WSPG-AM | All Sports       | 1400  | Spartanburg  |
| WSPG-F2 | All Sports       |       | Spartanburg  |
| WDXY-AM | News/Talk/Info   | 1240  | Sumter       |
| WDXY-F2 | News/Talk/Info   |       | Sumter       |
| WBCU-AM | Country, Gospel  | 1460  | Union        |
| WBCU-F2 | Country, Gospel  | 103.5 | Union        |
| WQUL-AM | Oldies           | 1510  | Woodruff     |

