

South Carolina Media Plan

Presented by:



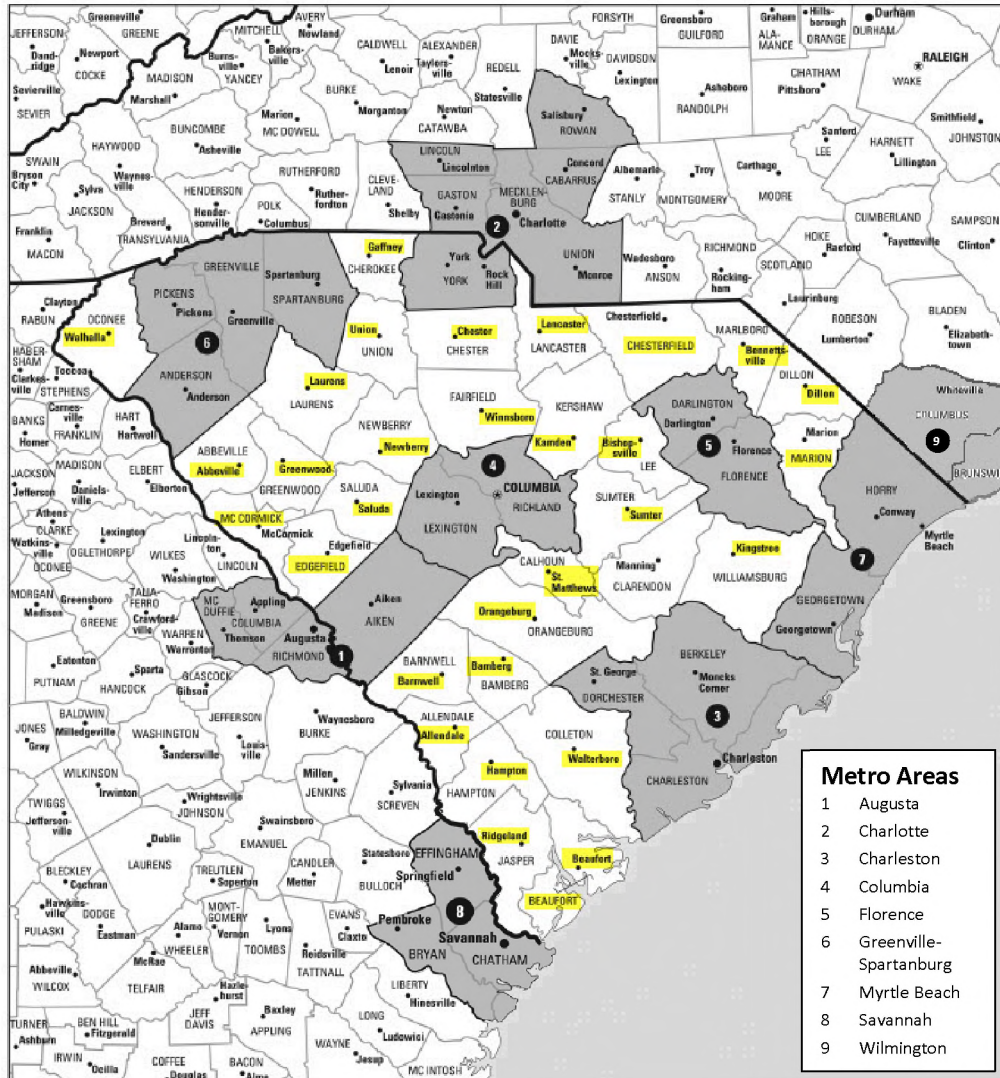
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Campaign Overview

- **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

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
Military Base Newspapers			
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
Prison Legal News (National)	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
WXYF-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