

Your Audience Delivered

Morris Newspaper Corporation of Hinesville
ADVERTISING RATES
2011

LIBERTY COUNTY
Coastal Courier
We're All About Liberty

pennysaver

THE FRONTLINE

The Patriot's
Quality Time

Hinesville Area
RealEstateToday

coastalcourier.com
LIBERTY'S ONLINE GATHERING PLACE

Connect
STEWART/HUNTER.COM

We're All About Liberty!

Liberty County is a progressive community that is strengthened by its military strand. Fort Stewart the U.S. Army's premiere heavy force power projection platform and largest military installation East of the Mississippi is home to nearly 16,000 soldiers and their families. The military presence brings a unique diversity of cultural blends to the area. With a population of over 30,000, Hinesville is the largest city in Liberty County, and has been one of the fastest growing cities in Georgia during recent years.

Strategically located just 30 minutes from the port of Savannah and home to a vital and growing foreign trade zone, Liberty County has proven to be a place where companies, both foreign and domestic, can grow globally. Today, local industries export to over 70 countries throughout the world.

When it comes to delivering the **Liberty County** audience, **Morris Multimedia of Hinesville** has you covered with an award winning community newspaper, specialty publications and the region's most viewed news and information websites.

LIBERTY COUNTY Coastal Courier

The legal organ for Liberty and Long counties, and recognized as one of Georgia's best newspapers. Delivered on Sunday, Wednesday and Friday.

pennysaver

Welcomed into homes throughout Liberty and Long counties every Wednesday this weekly shopping newspaper is the long-established source for great values and savings.

THE FRONTLINE

The weekly newspaper of Ft Stewart and Hunter Air Base in Savannah is published under contract with the US Army. Delivered to all base housing units, barracks and rack locations every Thursday.

The Patriot's Quality Time

The 4-color gloss lifestyle monthly magazine for military families, Quality Time features activities, destinations and events of interest to our active duty military.

Hinesville Area RealEstateToday

The region's preeminent monthly real estate publication is distributed monthly. Buyers and sellers can search more than 10,000 local listings on its companion website, hinesville.realestatetoday-ga.com.

CoastalCourier.com

The news, information and community connection for Liberty County delivers more than 14,000 unique visitors each week and more than 61,000 weekly pageviews.

ConnectStewartHunter.com

A site developed exclusively for the military community at Ft.Stewart/Hunter AAF with locally produced vodcasts, entertainment, events, sports, news and information.

Good Morning Liberty E-Newsletter

Delivered to 5,000 registered readers in boxes everyday (Mon-Fri) for a total weekly reach of 25,000 readers. 100% permission based.

Market Profile

LIBERTY COUNTY

Population **62,186**

1970 = 17,569	2010 = 75,656
1980 = 37,583	2020 = 82,656
1990 = 52,745	2030 = 89,163
2000 = 61,610	

Female	50.5%
Male	49.5%

Sources: Historical data from 1970 - 2000 provided by U.S. Census Bureau and Projections for 2010-2030 provided by Center for Quality Growth and Regional Development at the Georgia Institute for Technology.

Age

under 5 years	11.0%
under 18 years	30.5%
18-65 years	52.9%
65 years old and over	5.6%

Ethnicity

White persons	52.4%
Black persons	41.0%
Hispanic or Latino	7.3%
Asian persons	1.9%
American Indian	0.8%
Native Hawaiian	0.5%

Education

High school graduates	86.8%
Bachelor's degree or higher	14.5%

Housing

Housing units	25,117
Homeownership rate	50.7%

Income

Median family income	\$43,850
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Business

Total number of firms, 2002	2,473
Manufacturers shipments	\$126 B
Wholesale trade sales	\$201 B
Retail sales	\$320 M
Accommodation/foodservices sales	\$41.5 M

FT. STEWART / HUNTER AAF

Active Duty	24,465
Family Members	32,041
Retired Personnel	10,487
Retiree Family Members	27,226

Active Duty Personnel

Male	86.6%
Female	13.4%

Ethnicity

White	59.0%
Black	28.0%
Hispanic	8.0%
Asian	2.0%
All other	3.0%

Annual payroll	\$1.18 B
Military retiree payroll	\$146.2 M
Annual personnel turnover	57%
Arriving	9,381
Departing	4,601

Sources:

US Census Bureau 2009 Population Estimates
Fort Stewart/Hunter AAF Command Data Summary Sept 2009

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Personnel

Publisher

S. Marshall Griffin
mgriffin@coastalcourier.com

Sales & Marketing Director

Cynthia Barnes
cbarnes@coastalcourier.com

Ad Operations Manager

Connie Parker
cparker@coastalcourier.com

Business Manager

Kathryn Fox
kfox@coastalcourier.com

Distribution Manager

Johnny Brown
jbrown@coastalcourier.com

Morris Newspaper Corporation of Hinesville

P.O. Box 498
 Hinesville, GA 31310
 912.876.0156
 912.368.6329 fax

Representatives

Georgia Press Association
 Morris Newspaper Corporation
 The Newspaper Network (TNN)

National Newspaper Association



PUBLICATIONS / CIRCULATION

Coastal Courier	Sunday, Wednesday Friday	5,000
Frontline	Thursday	17,000
Tri-County Pennysaver	Wednesday	18,500
Hinesville Real Estate Today	Monthly	7,000
Quality Time	Monthly	7,000
Liberty Life		7,500

WEBSITES / IMPRESSIONS

CoastalCourier.com	65,000	average weekly
ConnectStewartHunter.com	7,000	average weekly
BryanCountyNews.net	14,000	average weekly

ROP Rates

RETAIL OPEN RATE

	Per Column Inch
Coastal Courier	\$10.75
Frontline	\$13.00
Tri County Pennysaver	\$ 9.50

All retail rates are net. Discounts available for annual dollar volume and frequency commitments.

POLITICAL ADVERTISING

Retail open rates apply
Prepayment required
All state and federal disclaimers required
Advertising must be identified PAID POLITICAL ADVERTISEMENT

PICKUP RATES

Publication	Per Column Inch
Coastal Courier	\$7.50
Frontline	\$8.45
Tri-County Pennysaver	\$6.65

*Discount applied when exact same ad is published in multiple publications in a 7-day period. Qualifying publications: Coastal Courier, Frontline and Tri-County Pennysaver

CONSECUTIVE WEEK FREQUENCY RATES*

# of Pubs	4 weeks	13 weeks	26 weeks	52 weeks
Buy 1	\$8.65	\$8.15	\$7.50	\$6.70
Buy 2	\$7.15	\$6.75	\$6.25	\$5.50
Buy 3	\$6.50	\$6.15	\$5.65	\$5.00

*Rates apply to Coastal Courier and Tri-County Pennysaver. 1, 2 or 3 ads must publish in 7-day period.

ANNUAL DOLLAR VOLUME DISCOUNTS

Revenue Commitment	%Discount*
\$10,000	20%
\$15,000	25%
\$25,000	30%

*Discounts are applied to open rates. Signed contract required.

BUSINESS CARD BASIC

4inch ad **\$ 29.00**

Qualifying publications: Coastal Courier, Frontline and Tri-County Pennysaver

NON-PROFIT RATES

	Per Column Inch
Coastal Courier	\$ 7.00
Frontline	\$ 7.50
Tri County Pennysaver	\$ 6.35

IRS non-profit status required

COLOR ADVERTISING RATES

	Per Ad
One Color and Black	\$75.00
Full Color	\$160.00
	Per Inch
Spot Color	\$ 2.00
Full Color	\$ 5.00

Coastal Courier

COASTAL COURIER PREMIUM POSITIONS

Page 1

6 x 1" **\$250.00**

1 x 3" **\$150.00**

Available Sun - Wed - Fri; 4-Color

RecPlay - Sunday

6 x 1.5" **\$72.00**

Recreational Sports

TV Listings

2 x 4" **\$55.00**

Limited to 3 ad units per issue

Education - Wednesday

Up to 63-inch ad unit

Call for availability

Places of Worship

Name Listing **\$5.00 per week**

Inspirational Sponsors **\$10.00 per week**

Church Directory

1x2 listing **\$10.00 per week**

1x4 listing **\$20.00 per week**

2.5x3 listing **\$50.00 per week**

Sunday Courier only. Minimum thirteen week commitment.

The weekly shopping newspaper of Liberty and Long counties
 Combined with the Coastal Courier, your message will reach
 90%+ of Liberty County households.

Distribution

Liberty County 15,873
 Long County 2,785

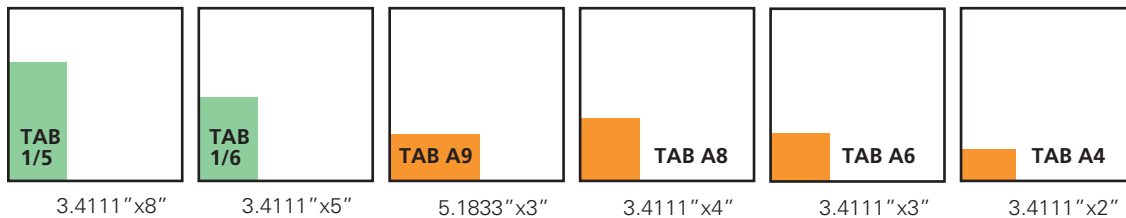
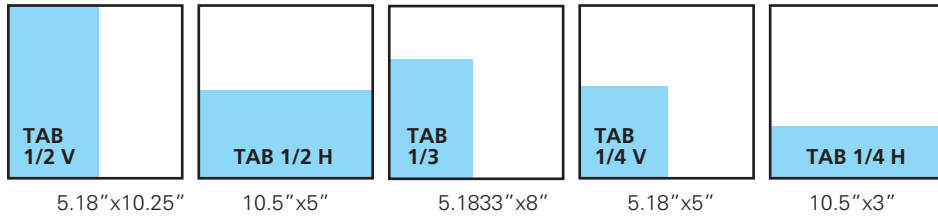
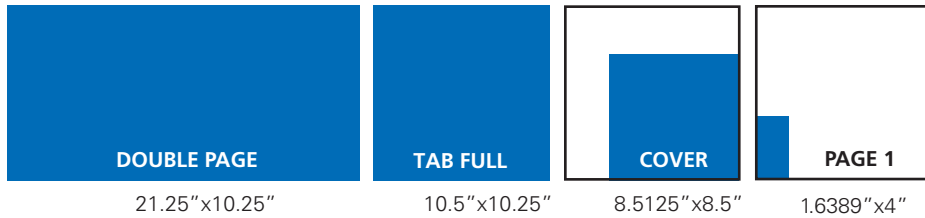
Insert zoning available by county or zip code. Ask your sales representative for details.

OPEN RATE \$ 9.50

Regional Pennysaver Editions

	Distribution	Column Inch Rate
Savannah Pennysaver	74,557	\$15.05
Statesboro Pennysaver	40,000	\$ 9.03

Product & Service Page **\$50.00 per week, includes spot color, minimum 13-week commitment**



THE FRONTLINE the weekly newspaper of Ft. Stewart/Hunter AAF

Published by *Morris Newspaper Corporation of Hinesville* under exclusive contract with the US Army.

LOCAL RETAIL RATE

	Per Column Inch
Non-Contract	\$13.25
Pickup from Courier or Pennysaver	\$ 8.45
Non-Profit	\$ 7.50

All retail rates are net. Discounts available for frequency commitments.

FRONTLINE ANNUAL FREQUENCY RATES

	Discount	Per Column Inch
4 Weeks	28.8%	\$ 9.25
13 Weeks	36.5%	\$ 8.25
26 Weeks	44.0%	\$ 7.25
50 Weeks	53.8%	\$ 6.00

Signed contract required; no additional discounts apply.

PICKUP RATES - Apply to Frontline ad repeated in 7 days

Publication	Per Column Inch
Coastal Courier	\$7.50
Tri-County Pennysaver	\$6.65
Bryan County News	\$4.50

COLOR

	Per Ad
One Color and Black	\$ 75
Full Color	\$160

SMALL SPACE COLOR

	Per Inch
One Color and Black	\$ 2.00
Full Color	\$ 5.00

FT. STEWART FACTS

- 24,882 active duty personnel
- 30,193 family members
- \$3.2 million annual retail spending power
- 68% read Frontline every week

FRONTLINE FACTS

Distribution Day	Thursday
Distribution	17,000
Section A	General News
Section B	Community & Leisure
Section C	Sports & Recreation

FRONTLINE MECHANICAL SPECIFICATIONS

Offset printing.
No mats or engravings accepted.
Suggest 100 line screen for best results.
All colors should be formatted to CMYK
process separation, including 4 registration marks and color indicator.
B&W Aim points: Highlight 5%, Midtone 30-35%, Shadow 85%.

DEADLINES

Space Reservation	Preceding Monday 10 am
Copy – Proof	Preceding Friday 5 pm
Copy – No Proof/Camera Ready	Preceding Tuesday 5 pm

U.S. ARMY POLICIES

- Frontline is edited by the Ft. Stewart Public Affairs Office which is solely responsible for content.
- Political advertising not accepted.
- Financial advertising must comply with truth in lending laws, showing the amount of finance charge to be paid.
- Advertised products/services must be made available for purchase, use or patronage without regard to race, creed, age, color, sex of national origin of the purchaser, user or patron unless precluded by applicable Federal, state or local laws.
- Advertising is not accepted through brokers; nor are exclusive agency agreements allowed.
- All advertising submitted is subject to acceptability by the Ft. Stewart Public Affairs Office. Frontline will not be liable for failure to publish an ad as requested and will not be liable for consequential damages.
- Frontline is not published Christmas or New Year weeks.

PREPRINTED INSERT RATES

Preprint Size	Frequency of run, per thousand		
	One Time	12-24wks	25-52wks
Single Sheet (8 1/2 x 11)	\$40	\$35	\$30
4 tab/2 standard	\$60	\$52	\$40
8 tab/4 standard	\$69	\$57	\$50
12 tab/6 standard	\$71	\$60	\$54
16 tab/8 standard	\$74	\$62	\$56
20 tab/10 standard	\$76	\$64	\$58
24 tab/12 standard	\$78	\$66	\$61
28 tab/14 standard	\$80	\$69	\$63
32 tab/16 standard	\$82	\$74	\$65

DELIVERY INFORMATION

- Recommended minimum weight for single sheet inserts is 60 pound cover stock or heavier and measure a minimum of .005 inches thick.
- Minimum measurements: 6 inches x 3 inches. Fold at longest side.
- Maximum measurements: 12 inches x 12 inches.
- Bound side of both minimum and maximum sized products must be on the longest side.
- Add 2% additional inserts for mechanical spoilage.
- Preprints should be shipped to and received 5 days prior to distribution date:

Morris Newspaper Corporation of Hinesville
c/o Statesboro Publishing Company
1 Proctor St, Statesboro, GA 30458

Receiving Hours: 8:00 AM - 5:00 PM Mon.- Fri.
Ship on single base skids, brick stacked or boxed, banded both ways. Separate skids requested with proper quantities allocated for each publication. All skids should be clearly marked with respect to publication, insertion date and quantity.

Preprints

PREPRINTED INSERT RATES

Preprint Size	Frequency of run, per thousand		
	One Time	12-24wks	25-52wks
Single Sheet (8 1/2 x 11)	\$40	\$35	\$30
4 tab/2 standard	\$60	\$52	\$40
8 tab/4 standard	\$69	\$57	\$50
12 tab/6 standard	\$71	\$60	\$54
16 tab/8 standard	\$74	\$62	\$56
20 tab/10 standard	\$76	\$64	\$58
24 tab/12 standard	\$78	\$66	\$61
28 tab/14 standard	\$80	\$69	\$63
32 tab/16 standard	\$82	\$74	\$65

	Quantity
Coastal Courier	5,000
Frontline	17,000
Tri-County Pennysaver*	22,500

*Zoning available in Tri-County Pennysaver by county or zip code

DELIVERY INFORMATION

- Recommended minimum weight for single sheet inserts is 60 pound cover stock or heavier and measure a minimum of .005 inches thick.
- Minimum measurements: 6 inches x 3 inches. Fold at longest side.
- Maximum measurements: 12 inches x 12 inches.
- Bound side of both minimum and maximum sized products must be on the longest side.
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Electronic Media

Our deep local content allows you to target consumers highly engaged with the news information and advertising of *their* community.

CoastalCourier.com

the local community website of Liberty County

ConnectStewartHunter.com

the community website for Ft. Stewart/Hunter AAF service members and families

BryanCountyNews.net

the local community website of Bryan County

BANNER PLACEMENT ADS (Flash or static creative)

Monthly Tenancy Programs			
	Size in px	1st Website	Add. Sites
Short Tower	300 x 400	\$300	\$150
Big Box	300 x 250	\$250	\$125
Leaderboard	660 x 90	\$400	\$150
Video embedded in banner ads		\$200 upcharge	



Short Tower



In-Story Ads



Big Box Ads



Leaderboard Ad

PLACEMENT OPTIONS

Run of Site

Best Value, Best Results. Rotating throughout the website.

In-Story

Exclusive placement within news copy. Available for Big Box units only.

Custom campaigns available.

RICH MEDIA

Premium web ads can help you reach the masses and dominate the homepage.

	CPM / Impressions
Sliding Billboard	\$ 50/M
Floater to Fixed ad	\$ 45/M
Peel Back	\$ 45/M

Minimum 10,000 impressions. Custom campaigns available.

CONTEST AND SPONSORSHIP OPPORTUNITIES

Engage your customers with a contest sponsorship. Banner ads, print ads, email marketing. Contact a representative for details.

E-NEWSLETTERS

E-mail newsletters are delivered to the inboxes of opt-in subscribers. Ask your representative for availability.

Delivered directly to 5,000 daily readers' inboxes Monday through Friday, Good Morning Liberty provides subscribers with a bright start to their day.

Our list is 100 percent permission based, containing only the e-mail addresses of self-selected readers and ensuring your ad is viewed by an active and engaged audience.

E-Mail marketing is invited, anticipated and effective.

Weekly Tenancy Programs			
	Size in px	Position	Cost
Side Rail Ad	175 x 175	upper left rail midway	\$37.50
Mid Position Ad	528 x 200	middle of content below "Local Events"	\$75.00
Dining Link*	85 x 175	upper left rail and links to website	\$25.00
Bottom Banner	594 x 100	bottom of the newsletter	\$27.50

* Menu webpage add on is available for **\$25/week**

TECHNICAL GUIDELINES

- All ads should be coded so that click-thrus launch a new browser window using target="_parent". Images are accepted in GIF or JPEG format.
- Morris Multimedia of Hinesville reserves the right to modify any submitted HTML code.
- Code should be submitted without HTML, TITLE, HEAD OR BODY tags.
- All HTML attributes must be properly double-quoted.
- All tags should be correctly nested.
- Nested tables should be no more than four levels deep.
- There is no capability to track clicks through forms.
- All Flash ads need to have a clicktag encoded rather than a hard coded link.
- A default GIF must be submitted for visitors without Flash or JavaScript.
- Client must submit both .swf and .fla files.
- Flash only accepted plugin format.
- No ad can prompt the download of a plugin and must be coded to search for any required plug-ins and display an alternative ad to those who don't have it.

UNACCEPTABLE ADS

- Advertisements that contain fraudulent, deceptive or misleading statements or illustrations, attacks of a personal nature, or ads that refer abusively to the products or services of others.
- Advertisements that are illegal, immoral or unethical as determined by the management of Morris Multimedia of Hinesville.
- Discrimination advertisements that fail to comply with the express requirements of federal and state laws.
- Political advertisements that do not identify the paid sponsor in every frame of the ad will not be accepted.
- Occult Pursuits advertisements for fortune telling, dream interpretations and individual horoscopes except when ordered for entertainment sections or when the emphasis is on amusement rather than serious interpretation.
- Endangered species advertisements offering furs or products made from the furs or hides of animals included on government endangered species lists.
- Online Gaming advertisements promoting online gaming or wagering sites.

Electronic Media

VIDEO

Put your video ad online and in front of thousands of new prospective customers. CoastalCourier.com and ConnectStewartHunter.com are your best bet to achieve the greatest impact in the Hinesville/Ft. Stewart market.

More than 10,000 unique viewers visit the combined websites every week. 75 percent of all Internet viewers watch video clips of news, sports or commentary.*

ONE PACKAGE, MULTIPLE ANGLES

Pre-Roll packages include the video ad and a Companion Big Box ad to give viewers multiple opportunities to see your message and click for more information.

30-Day Tenancy **\$500**

PLACEMENT OPTIONS

MWR WEEKLY BRIEFING. In partnership with the US Army FMWR provides weekly calendar and event information to the Hinesville/Ft. Stewart/Hunter AAF community. As a program sponsor, you will build brand awareness with your inclusion in all program promotion.

LIBERTY NEWS UPDATE. Bi-weekly news broadcast with latest stories and events.

NEWS VIDEO. Video placement on local video news stories.

LOCAL PREP SPORTS. Be part of the action with Coastal Courier sports writer Patty Leon. Segments offer game highlights and previews along with player and coach interviews.

SHOWTIME WITH SASHA. Weekly movie review.

VIDEO AD SPECS

Pre-Roll:

Length: Maximum 15 seconds
 FLV, MPEG2, MOV, WMV
 Bit rates: 300-700 mbps
 Resolution: 640 by 480 (400 by 300 minimum)
 Frame Rate: 15 frames per second

Big Box (companion ad):

- 300 by 250 pixels
- Flash, GIF, JPEG, Third-party ad tags (no Rich Media)
- Max File Size: 40kb

Video production services

15-second video	\$500
15-second video slide show with audio track	\$350
video editing	\$100 / hour

Source

* marketing research consultant Ipsos Insight

Quality Time Magazine Local Retail Rates

RATES

	1 Issue	3 Issue	6 Issue	12 Issue
Full page	\$460	\$450	\$400	\$350
1/2 page	\$320	\$288	\$256	\$225
1/4 page	\$210	\$189	\$168	\$145

All rates include 4-Color

DISTRIBUTION

Total Distribution: 7,000

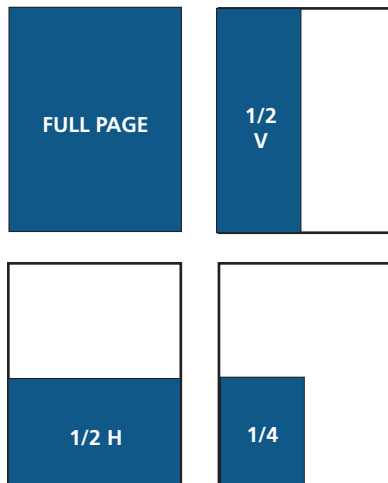
Delivered to all family housing units at Ft. Stewart and Hunter AAF the last Thursday of every month. Also available on newsstands throughout both bases.

DISCOUNTS

Add 10% discount on Quality Time with Liberty Life frequency contract. Minimum 4 issues for Quality Time.

SIZES

Full page	7.5" x 9.75"
1/2 V	3.675" x 9.75"
1/2 H	7.5" x 4.8"
1/4 page	3.655" x 4.8"



CLOSING SCHEDULE

Reservation: First Monday

Final Copy: 15th of month

Delivered: Last Thursday of every month

Quality Time is edited by the US Army Public Affairs Fort Stewart/Hunter Army Airfield and published by Morris Multimedia of Hinesville.

Real Estate Today Local Retail Rates

Hinesville Area
RealEstateToday

RATES

	1-time	6-times	12-times
Standard 4-Color Page			
1/4 page	\$140	\$120	\$100
1/2 page	\$200	\$190	\$180
Full page	\$300	\$275	\$250
Premium Gloss 4-Color Page			
Full page	n/a	n/a	\$300
Back Page	n/a	n/a	\$350

FULL COLOR CHARGES

Full page	\$60
1/2 page	\$50
1/4 page	\$20

SIZES

Full page	7.5" x 10"
1/2 V	3.69" x 10"
1/2 H	7.5" x 5"
1/4 page	3.69" x 5"

HinesvilleRET Online

ONLINE AD RATES

	Pixels	30-Day Tenancy	
		1 site	2 sites
Short Tower	300x400	\$200	\$300
Big Box	300x250	\$150	\$225
Featured Agent/Broker		\$ 50	\$ 75
Featured Listing		\$ 50	\$ 75

Buyers depend on our searchable database of property listings, mortgage calculator and additional tools when searching for a home.

FEATURED LISTING

This position offers additional color photos, high page prominence and mapping tools.

FEATURED AGENT/BROKER

This position provides REALTOR® bio / photo with link to agent website with additional listings and email link for direct response.

BANNER ADS

Static or Flash banners with video capability and link to REALTOR® website.

SPONSORSHIPS

Mortgage Calculator **\$100/month**

Kidsville News!

Local Retail Rates

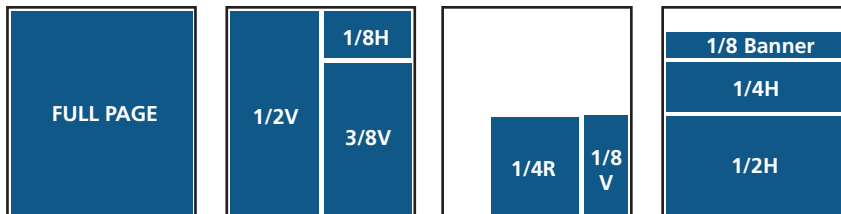
Kidsville News! promotes literacy and character education. This free monthly educational and learning resource for teachers, parents and children is distributed to 5,500 K-5th grade students in Liberty County through their classroom. An additional 2,000 copies are made available to home schoolers and others through the public library.

CORPORATE SPONSORSHIP AD SPACE

Package	Monthly Investment		Promotion Elements
Premier Platinum	\$1,000	Full page 4-color	Title Sponsorship on Cover, Logo on Content page, Cover logo, Thank you ads
Platinum	\$ 700	Full page 4-color	Logo on Content page, Cover logo, Thank You ads
Gold	\$ 500	1/2 page 4-color	Cover logo, Thank You ads
Silver	\$ 300	1/4 page 4 color	Thank You ads

Optional 'Truman' Mascot appearance **\$200/ per event**

Full page	9.41" x 10.53"	\$450
1/2 page horizontal	9.41" x 5.14"	\$300
1/2 page vertical	4.58" x 10.53"	\$300
3/8 page	4.58" x 7.83"	\$250
1/4 page	4.58" x 5.14"	\$175
1/4 page horizontal	9.41" x 2.45"	\$175
1/8 page horizontal	4.58" x 2.45"	\$ 95
1/8 page vertical	2.16" x 5.14"	\$ 95
1/8 banner	9.41" x 1.19"	\$ 95



DEADLINES

Issue	Deadline
February	Friday, January 14
March	Friday, February 11
April	Friday, March 11
May	Friday, April 8
June	Friday, May 13
July	Friday, June 10
August	Friday, July 8
September	Friday, August 12
October	Friday, September 9
November	Friday, October 14
December	Friday, November 11
January	Friday, December 9

Regional Media Affiliates

The following column-inch rates apply when adding any of the following publications to an existing ad program with the **Coastal Courier**.

Deadline: preceding Thursday 10:00 a.m.

Publication	Location	Circulation	Format	Publication Day	Column Inch Rate
Statesboro Pennysaver	Bulloch	40,000	tabloid	Tues	\$ 9.03
Savannah Pennysaver	Chatham, Bryan	75,000	tabloid	Wed	\$15.05
Statesboro Herald	Statesboro	8,000	broadsheet	Wed - Mon	\$ 8.10
Bryan County News	Richmond Hill, Pembroke	3,000	broadsheet	Wed / Sat	\$ 4.50
Effingham Herald	Rincon	3,600	broadsheet	Tues / Fri	\$ 5.10

Connect Savannah and Connect Statesboro

ROP ad units in the Coastal Courier can be converted to modular tabloid unit and published in the weekly entertainment tabloids serving Savannah and Statesboro

CIRCULATION

Connect Savannah 15,000
Connect Statesboro 5,000

ROP Ad Unit	Comparable Modular Unit	Modular Dimensions	Connect Savannah	Connect Statesboro
6 col x 10.5"	Page	9.75" x 10.5"	\$613.20	\$203.70
6 col x 8.5"	3/4 - H	9.75" x 7.81"	\$459.90	\$152.78
4 col x 10.5"	3/4 - V	7.25" x 10.5"	\$459.90	\$152.78
5 col x 7"	2/3	9.75" x 6.94"	\$404.71	\$134.44
6 col x 6"	1/2 - H	9.75" x 5.19"	\$306.60	\$101.85
3 col x 10.5	1/2 - V	4.75" x 10.5"	\$306.60	\$101.85
3 col x 8"	1/3	4.75" x 6.94"	\$204.40	\$ 67.90
1 col x 8"	1/4 - strip	2.25" x 10.5"	\$146.00	\$ 48.50
2 col x 4"	1/4	4.75" x 5.19"	\$146.00	\$ 48.50
2 col x 2.5"	1/6	4.75" x 2.56"	\$102.20	\$ 33.95
1 col x 4"	1/8 - V	2.25" x 5.19"	\$306.60	\$101.85
2 col x 2"	1/8 - H	4.75" x 2.56"	\$306.60	\$101.85
1 col x 3"	1/12	2.25" x 3.44"	\$ 51.10	\$ 16.98
1 col x 2"	1/16	2.25" x 2.56"	\$ 38.33	\$ 12.73
1 col x 1.5"	1/24	2.25" x 1.69"	\$ 25.55	\$ 8.49

COLOR

Each publication	1-Color	\$ 60.00
	4-Color	\$150.00
Color by the Inch*	1-Color	\$ 2.00
	4-Color	\$ 5.00

*Not accepted in Statesboro

INSERTS

All Sizes	CPM	\$ 29.00
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Excluding Statesboro Pennysaver

Classified

All Classified ads are searchable online at coastalcourier.com for 7 days.

CLASSIFIED DISPLAY

	Per Column Inch
1 Time	\$13.00
4 Times	\$ 9.25
13 Times	\$ 8.25
26 Times	\$ 7.25
52 Times	\$ 6.00

CLASSIFIED PRIVATE PARTY

Private Party

Coastal Courier, Frontline or Tri-County Pennysaver

	20 words	Additional words Per Word
1-time	\$11.10	\$.41
2-times	\$17.00	\$.75
3-times	\$23.00	\$1.05

Private Party Power Pak

7-Days / 7 Editions **\$34.00**

20 word ad appears in all editions of the Frontline, Coastal Courier, Tri-County Pennysaver and Bryan County News.

Private Party Big Foot Add On

11 Counties **\$20.00**

Add to any Private Party package. Ad appears in all editions of the Frontline, Coastal Courier, Tri-County Pennysaver, Bryan County News, Effingham Herald, Statesboro Herald, Statesboro Pennysaver, Savannah Pennysaver.

CLASSIFIED COMMERCIAL

Commercial

	20 words	Additional words Per Word
1-time	\$22.90	\$.50
3-times	\$42.25	\$1.51

Commercial Power Pak

7-Days / 7 Editions **\$56.50**

20 word ad appears in all editions of the Frontline, Coastal Courier, Tri-County Pennysaver and Bryan County News.

Commercial Big Foot Add On

11 Counties **\$20.00**

Add to any Commercial package. Ad appears in all editions of the Frontline, Coastal Courier, Tri-County Pennysaver, Bryan County News, Effingham Herald, Statesboro Herald, Statesboro Pennysaver, Savannah Pennysaver

AD BOOSTERS

Make your in-column ads recognizable with Ad Boosters. The following features may be added for added impact.

Feature	Per Word
<i>Italic</i> or Bold	10 cents
Super Bold 10 pt	35 cents
Super Bold 12 pt	35 cents
Super Bold 14 pt	40 cents
Super Bold 15 - 18 pt	40 cents
Super Bold 19 - 24 pt	55 cents
Super Bold 25+ pt	65 cents

	Per Insertion
Border	\$2
Reverse Block	\$2
Picture/Logo	\$2

HELP WANTED

Commercial Rates Apply
TOP JOBS Listing

\$10.00 add on

TOP JOB VIDEO HELP WANTED PACKAGES

All packages include:

- 30 Day Employment Video on 5 Websites
coastalcourier.com, bryancountynews.net, effinghamherald.net, statesboroherald.com and savannahpennysaver.com
- 20-Word Print Ad
- Searchable online Top Job ad

COASTAL COURIER **\$128.70**
Coastal Courier Sun/Wed/Fri

BRYAN COUNTY NEWS **\$114.50**
Bryan County News Wed/Sat

LIBERTY/BRYAN COUNTY BUY **\$140.50**
Coastal Courier
Bryan County News
Frontline
Tri-County Pennysaver

TOTAL REGIONAL BUY **\$170.50**
Coastal Courier
Bryan County News
Frontline
Statesboro Herald
Effingham Herald
Tri-County Pennysaver
Savannah Pennysaver

Additional print weeks, enhancements and video only options available.
Contact a classified representative

FREE CLASSIFIEDS!

20 words or less

- Private Party
- Merchandise - under \$500
- Active Duty Military
- Free 20 word ad in Frontline; any ad category

CLASSIFIED DEADLINES

Publication	Deadline
Coastal Courier	
Sunday	Thurs - 3 pm
Wednesday	Mon - 3 pm
Friday	Wed - 3 pm
Pennysaver	
Wednesday	Thurs - 3 pm
Frontline	
Thursday	Tues - 3 pm
Bryan County News	
Wednesday	Mon - 11 am
Saturday	Thurs - 10 am
BIG FOOT COVERAGE	
Upcoming Week	Thurs - 10 am

Mechanical Specifications

BROADSHEET RETAIL

Column Width Sizes

1 column	1.6389 inches
2 columns	3.4111 inches
3 columns	5.1833 inches
4 columns	6.9556 inches
5 columns	8.7278 inches
6 columns	10.5 inches
Double truck	22.64 inches

Page billed at 6 columns x 21 inches.

Actual printed height of advertisements may be slightly less.

TABLOID

Column Width Sizes

1 column	1.6389 inches
2 columns	3.4111 inches
3 columns	5.1833 inches.
4 columns	6.9556 inches
5 columns	8.7278 inches
6 columns	10.5 inches.
Double truck	21.25 inches

Page billed at 6 columns x 10.25 inches.

Actual printed height of advertisements may be slightly less.

BOOK - STITCHED AND TRIMMED

Real Estate Today

1/8 page	3.69 x 2.5 inches
1/4 page	3.69 x 5 inches
1/2 page (vert)	3.64 x 10 inches
1/2 page (horiz)	7.5 x 5 inches
3/4 page	7.5 x 7.5 inches
1 page	7.5 x 10 inches

Actual printed size of advertisements may be slightly less.

GENERAL MECHANICAL SPECIFICATIONS

Offset printing.

Halftone: 100 line.

300 dpi PDF preferred

All colors should be formatted to CMYK

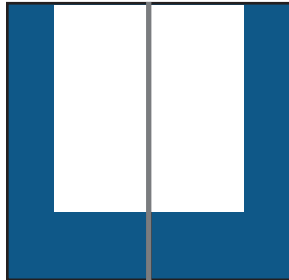
process separation, including 4 registration marks and color indicator.

B&W Aim points: Highlight 5%, Midtone 30-35%, Shadow 85%.

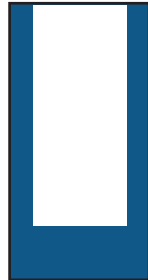
Dynamic Ad Unit Program

Dynamic Ads break the traditional boundaries of square and rectangle shaped spaces to allow advertisers to showcase their products and services in a unique and creative style.

Earned rates apply. Non-standard ad size premium charge will be waived. Exclusive.



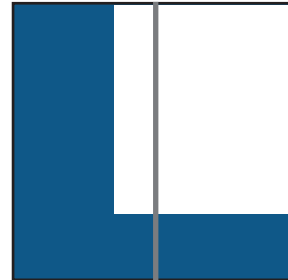
U-shape
on double truck
(2x16" times 2, 13x5")
129" Billable



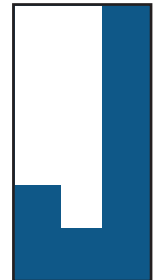
U-shape
on full page
(1x17" times 2, 6x4")
58" Billable



L-shape
on full page
(2x16", 6x5")
65" Billable



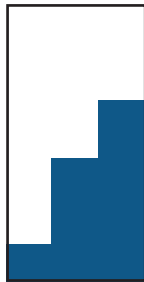
L-shape
on double truck
(4x16", 13x5")
129" Billable



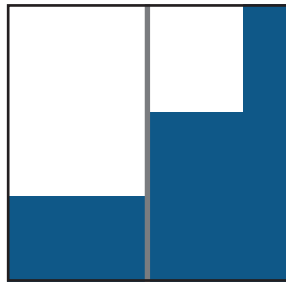
J-shape
on full page
(6x4", 2x2", 2x21")
66" Billable



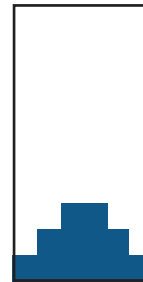
Triangle
on full page
63" Billable



Stair Step
on full page
(2x4.5", 4x6", 6x5")
63" Billable



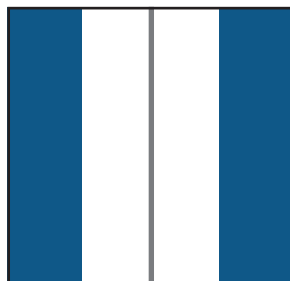
Stair Step
on double truck
(13x6", 6x6", 2x9")
132" Billable



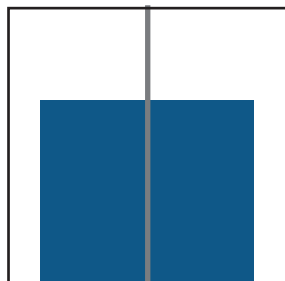
Stage Tower
on full page
(6x1", 4x1", 2x1")
12" Billable



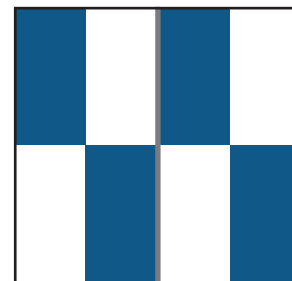
Bookends
on full page
(2x21")
84" Billable



Bookends
on double truck
(3x21" times 2)
126" Billable



Fireplace
on double truck
(9x15")
135" Billable



Four Corners
on double truck
(3x10.5" times 4)
126" Billable

Contact your account executive for specifications and availability.

Terms and Conditions

Payment Policy

All rates are cash with order except where credit has been approved in writing by MNC of Hinesville. Until credit is established, all advertising will be paid at the open rate until a lower rate is earned. Payment terms are as set forth in the Advertising Terms and Conditions.

Commission

Retail rates are net.

Simulating News Style

Any ad simulating news style must be labeled "Paid Advertisement" in 7 point or larger font size. In ads 3 columns or larger, "paid advertisement" must appear 2 or more times. The following fonts may not be used: Publico, Boomer or Boomer Serif families. Body Copy must be Sans Serif font. Ad must have at least a 1 point border.

Volume Agreements

A signed written agreement is required for volume discounts. Agreements can be backdated to the first day of the month in which they are issued. Revenue based annual agreements must be dated the first day of the month in which the first ad appears. Frequency based annual agreements must be dated the Sunday of the week in which the first ad appears and cover the days Sunday to Saturday. Advertisers may choose to "Step-Up" or "Step-Down" volume commitments, as described in the Advertising Terms and Conditions. All advertising products accrue towards fulfillment of Annual Dollar contracts.

Discounts

Discounts are taken sequentially of the base cost (inches x rate) of an ad; e.g., a second discount is taken of the net cost after the first discount is deducted from the base. Multiple discounts cannot be combined and taken as one. Any questions regarding application of discounts should be directed to Your account executive or advertising management.

Finance Policy

Statements sent at month end. Individual invoices for specific charges may also be furnished as directed by the publisher.

Finance charge of 1 1/2% per month (18% APR) on balances over 30 days after statement date, minimum charge \$1.00.

Publisher may reject advertising and/or cancel rate agreements if full payment is not made within 60 days of billing date. Customer assumes liability for all expenses incurred in collecting past due balances owed, including court costs and attorney's fees.

No advertising accepted for accounts with 90-day balances without specific approval of the Publisher. In such cases, cash in advance will be required plus substantial payment and timetable for payment of balance. Once lost, credit privileges may be restored only with specific Publisher approval.

Publisher reserves right to reject or revise any advertising and shall not be liable for typographical errors. Publisher's liability for errors or omissions limited to publication of the advertisement in any later issue or refund of any monies paid for the advertisement.

Refunds shall not exceed the value of the advertisement and shall be limited to the first incorrect insertion.

All political, transient and amusement advertising requires cash with copy.

Going out of business advertising requires payment of unpaid balance and cash with copy.

Advertisers and their agents assume full and complete responsibility and any liability for the content of all advertising copy submitted, printed and published and shall indemnify and hold Publisher harmless against any and all actions, demands, claims, liabilities, loss, damages or expenses which may at any time be incurred by reason of publication of such advertising copy.

Deadlines

Publication	Reservation	Copy Deadline for Proof	Camera Ready Deadline
Coastal Courier			
Wednesday	Mon - Noon	Mon - Noon	Tues - 2 pm
Friday	Wed - Noon	Wed - Noon	Thurs - 2 pm
Sunday	Thurs - Noon	Thurs - Noon	Fri - noon
Pennysaver			
Wednesday	Thurs - Noon	Thurs - Noon	Fri - noon
Frontline			
Section C & Classified	Fri - 5 pm	Fri - 5 pm	Tues - 2 pm
Section A & B	Mon - 5 pm	Mon - 5 pm	Wed - 2 pm
Bryan County News			
Wednesday	Mon - Noon	Mon - Noon	Tues - 2 pm
Saturday	Thurs - Noon	Thurs - Noon	Fri - noon
Intercompany			
Upcoming Week	Wed - 5 pm	Wed - 5 pm	Thurs - 5 pm
Niche Products			
Quality Time	1st Monday	1st Monday	2nd Fri - 2 pm
Real Estate Today	1st Friday	1st Friday	3rd Fri - 2 pm
Kidsville	1st Friday	1st Friday	3rd Thurs - 2 pm