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Newspaper Association of America,
Metro Newspaper Advertising Services.*

Policies

- A** Local rates are offered to all firms selling directly to consumers, bona fide voluntary chains and organizations within South Carolina. These Advertisers must have one or more stores in South Carolina having the same name or identification, and other similar service under single ownership or control. Local rates also apply to advertising of charitable organizations, established community welfare service and civic programs. Advertising for products and businesses not having established outlets in South Carolina and other classifications not clearly identified with regular retail channels qualify for National Advertising rates. Commission is not paid on retail or distributor and wholesaler advertising (distributor and wholesaler are defined as businesses selling to retailers for resale).
- B** Clients utilizing the services of an advertising agency for ad placement must provide an Agency Authorization letter to The Post and Courier prior to submitting the first space reservation.
- C** Advertisements to be measured from cut-off rule to cut-off rule in the standard newspaper. Ads exceeding space ordered will be billed accordingly. Tabloid ads are measured at original set size.
- D** Payment for advertising shall be made in cash at the time the order is placed, except where credit has been previously approved by the Publisher. Where credit has been extended, bills are payable upon terms stipulated. If bills are not paid in accordance with the stipulated terms, the Publisher reserves the right to reject copy and cancel the contract without notice. In such an event, all charges for advertising previously published shall become immediately due and payable. A finance charge of 1.5% per month or 18% APR will be charged on past due amounts.
- E** All standard page copy exceeding 18 inches in depth will be charged as 21 inches. All tabloid page copy exceeding 10 inches in depth will be charged as 11.5 inches.
- F** The Publisher reserves the right to increase advertising rates at any time with 30 days notice in writing, and all contracts are subject to this policy. The Advertiser reserves the right to cancel the contract(s) without a penalty within 30 days of a rate increase. Should newspaper publication be restricted or curtailed in any way, the rates, size, location, or volume of the advertisements shall be subject to revision or regulation by the Publisher without notice.
- G** The Publisher accepts no liability for errors in camera-ready copy. Liability for errors in copy set by the Publisher is limited to the first publication only. The Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The Publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. The Advertiser and/or advertising agency agrees to defend and indemnify the Publisher against any and all liability, loss or expenses arising from claims of libel, plagiarism, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the Advertiser's advertisement. The Post and Courier assumes no responsibility for errors in advertising when copy is accepted after deadline or when a proof has been shown to the Advertiser. A proof to the Advertiser removes all responsibility, except in cases when there is a failure by the newspaper to correct properly marked errors or omissions on the proof. Proofs will not be provided for ads accepted after deadline. There shall be no liability for non-insertion of any advertisement beyond the amount paid for such advertisement. All adjustment claims must be made within 7 days of publication or receipt of billing statement. The Advertiser shall be liable to the Publisher for any losses or cost incurred by the Publisher because of errors in the advertisement caused by the Advertiser.
- H** The Publisher reserves the right to reject, discontinue or omit any advertisement, or to cancel any advertising contract for reasons satisfactory to the Publisher without notice and without penalty to either party. All advertising is subject to approval. The right is reserved to revise or reject advertisements in accordance with newspaper standards.
- I** The Publisher reserves the option to insert the words "Paid Advertising" above and below ad copy.
- J** Contingent orders are not accepted.
- K** Any sales or other tax imposed on newspaper advertising or pre-printed inserts shall be paid by the Publisher on the Advertisers behalf and added to the Advertisers' cost for repayment to the Publisher.
- L** The newspaper will not be responsible for the return of advertising materials unless return delivery instructions are received with the insertion order.
- M** Maximum mechanical limitation may require the Publisher to limit the availability of color, insert distribution and other special classifications on selected occasions during the year.
- N** The newspaper shall retain all right, title and interest to all advertising which is the creative effort of the newspaper. Advertisers shall not have the right to authorize the reproduction (photographic or otherwise) of any advertising prepared by the newspaper without the written consent of the Publisher. The aforementioned does not prevent the Advertiser from furnishing others with like material for their use on his behalf.
- O** Brokered advertising space will not be accepted at any rate other than the net open, non-contract, or merchant group rates, with no other discounts applicable.
- P** Printing of key numbers is not guaranteed.
- Q** All contracts subject to advertising rate policies.
- R** Electronic tearsheets are available free of charge through our eTearsheets program. There is a service fee of \$2.50 per sheet for paper tearsheets delivered through the mail.