

# SC Real Estate

a comprehensive look at trends across the state



## REAL ESTATE AGENCY PRICING

From each region, our editors show the state of real estate inventory, new construction and sales trends. We'll highlight what brings people to each region and present this content alongside your advertisement, designed by us at no additional charge, showcasing your business to residents as well as visitors and those looking to move to South Carolina.

The guide will be inserted in 10 newspapers (estimated circulation 135,000 copies) and 14 news sites and delivered to our full statewide audience, averaging 4.7 million pageviews and 1.9 million unique visitors per month. All content will be featured online. Trust the most-visited news sources in South Carolina to bring you the audience and reach your business needs.

### Premium Positions

Front page bottom strip ad (10"x3")	\$1,800
Inside front cover (10"x10")	\$2,000
Page 3 first RHP full page	\$2,000
Page 5 second RHP full page	\$1,850
Inside back page full page	\$1,900
Back page full page	\$2,200

### Other Inside Positions

Doubletruck/facing pages	\$2,800
Full page (10"x10")	\$1,600
Half page (10" x 4.9 OR 4.917" x 10")	\$850
Quarter page (4.917" x 4.9")	\$475
Quarter page strip (10" x 2.35")	\$425
Multiple pages	\$1,600 1st, then \$1,200

All ad prices include full color, ad design and online exposure.

**SPACE RESERVATION DEADLINE: April 28**

CREATIVE APPROVAL DEADLINE: **May 11**

PUBLICATION DATE: **May 27-28**

INSERTED INTO WEEKLY PAPERS: **May 31**

### Sponsored Content

Full page in print and online **\$3,000**

### Digital-Only Opportunities

Targeted Display Ads **\$10 CPM**

Local Display Ads **\$8 CPM**

Targeted Eblast up to 32,499 **\$650**

32,500-49,999 **\$20 CPM**

50,000-99,999 **\$18 CPM**

Space is limited — contact your account representative to reserve your spot today.

## The Post and Courier

