

SC Real Estate

a comprehensive look at trends across the state

BUSINESS 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.

Ad Positions

| | |
|---------------------------------------|---------|
| Full page (10" x 10") | \$1,600 |
| Half page (10" x 4.9 OR 4.917" x 10") | \$750 |
| Quarter page (4.917" x 4.9") | \$425 |
| Quarter page strip (10" x 2.35") | \$425 |

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 |
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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

