

GRAND *strander*

Advertising Rate Card

Effective Dec. 8, 2009

The Grand Strander is a monthly member newsletter published by the Myrtle Beach Area Chamber of Commerce. Each issue provides updates on chamber programs, member news, economic info, events calendar, new member listing and much more. The Grand Strander is a great business-to-business marketing vehicle. Advertising is exclusive to chamber member businesses.

Format
10" w x 8.5" h, 24-page, B&W and one spot-color.

Circulation
Approximately 2,000 copies are distributed to key contacts within member companies and organizations as well as elected officials. Each issue of the Grand Strander is placed on MyrtleBeachAreaChamber.com for viewing and downloading as a PDF.

Advertising Rates

| Size | 1X | 3X | 12X (Annual) |
|--------------------------|----------------------------------|-----------------|-----------------|
| Business Card | \$150 | \$100 (\$300) | \$75 (\$900) |
| 1/4 page | \$225 | \$200 (\$600) | \$150 (\$1,800) |
| 1/2 page | \$425 | \$375 (\$1,125) | \$325 (\$3,900) |
| Full page | \$750 | \$650 (\$1,950) | \$550 (\$6,600) |
| SALE 1/2 page | 11X (Jan-Nov) \$3,575 | | |

All rates shown are on a per month basis. All ads will be reproduced in B&W. Payment is due by the material deadline – 5th of each month. Advertising cancellations will not be honored unless a request is made in writing 15 days prior to the ad space date – 1st of each month. If ad material is not received by the material deadline (5th of each month), the reserved space will be forfeited and the chamber has the right to retain the payment. No inserts accepted.

Deadlines

Ad space deadline is the 1st of each month prior to the upcoming issue (for example: March 1 for April issue). Final art is due on the 5th of the month prior to the upcoming issue.

Publication date for the Grand Strander is usually between the 5th and 9th of each month.

Grand Strander Online (Web newsletter) is uploaded around the 27th of each month (for example: April issue goes online at MyrtleBeachAreaChamber.com March 27)

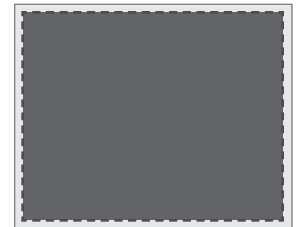
Specifications

| | |
|--------------------------|-----------------------------------------------|
| Full Page Bleed | 10.25" w x 8.75" h, (Trim: 10" w x 8.5" h) |
| Full Page Non-Bleed | 9.25" w x 8.25" h |
| 1/2 Page Vertical | 5" w x 8" h |
| 1/2 Page Horizontal | 10" w x 4.25" h |
| 1/4 Page Vertical | 2.25" w x 8" h |
| 1/4 Page Horizontal | 4.75" w x 4" h |
| Business Card Vertical | 2" w x 3.5" h |
| Business Card Horizontal | 3.5" w x 2" h |

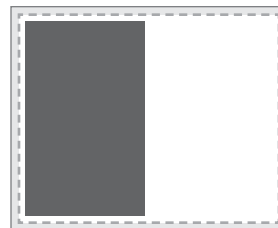
Full Page Bleed
10.25" w x 8.75" h



Full Page Non-Bleed
10" w x 8.5" h



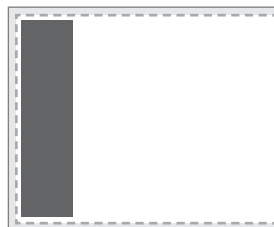
1/2 Page Vertical
5" w x 8" h



1/2 Page Horizontal
9.25" w x 4.25" h



1/4 Page Vertical
2.25" w x 8" h



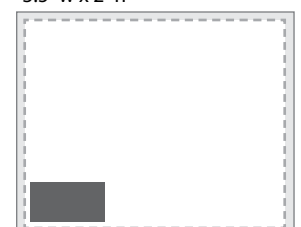
1/4 Page Horizontal
4.75" w x 4" h



Business Card Vertical
2" w x 3.5" h



Business Card Horizontal
3.5" w x 2" h



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Electronic Art

E-mail ads to Kori.Hippe@VisitMyrtleBeach.com or drop off a CD at the Myrtle Beach Area Chamber of Commerce office at 1200 N. Oak St., Myrtle Beach. The chamber newsletter is produced using InDesign CS3 software on a PC platform and published at 300 dpi, B&W and one spot-color. PDF files are the accepted format and should be created as Press Optimized (maximum resolution and quality). Be sure all artwork is converted to gray scale and embed all fonts into the PDF file. Questions about ad materials: Kori Hippe, (843) 916-7205 or Kori.Hippe@VisitMyrtleBeach.com.

Reserve Your Ad Space

Contact Scott Head, advertising sales manager, (843) 916-7277 or Scott.Head@VisitMyrtleBeach.com. Advertisers must sign an advertising agreement before space can be reserved.

Small Business Page Sponsorship

Sponsorship of the Grand Strander's Small Business page will include a 450 word nonadvertorial small business article with a byline (relevant copy that must be approved by membership communications manager) and a 1/4 page advertisement or a 200 word advertorial and a 1/4 page advertisement. Both will include a header saying, "Page compliments of ..."

Cost: \$650 per month

Questions about sponsorship: Scott Head, (843) 916-7277 or Scott.Head@VisitMyrtleBeach.com

News Releases/Member News

The chamber accepts news releases provided by chamber members only for consideration in the Business Bulletin section. Dependent on space availability, the chamber will make every effort to publish member news; however, it does reserve the right to edit material. Deadline for submission: See material deadline under Publishing Schedule. E-mail or fax your news releases/member news to Kori Hippe, member communications manager, Kori.Hippe@VisitMyrtleBeach.com or fax (843) 626-0009.

Terms

All advertisements are subject to availability and based on a first-come, first-served basis with a limit of four total pages of advertising per publication. Ad placement is at the discretion of the Myrtle Beach Area Chamber of Commerce. If more members wish to advertise than allocated space, a lottery system will be used and the chamber will "draw" winners for ad space each month.

The chamber may refuse to accept any advertising from members who are delinquent in their payments to the chamber.

The Myrtle Beach Area Chamber of Commerce approves all ads and reserves the right to edit, limit or reject any advertising or copy that the chamber deems offensive or is in conflict with the mission of the publication and the chamber.

The chamber assumes no liability for products or services advertised in the newsletter. An agreement to advertise does not constitute an endorsement by the chamber.

Myrtle Beach Area Chamber of Commerce

1200 N. Oak St.

Myrtle Beach, SC 29577

MyrtleBeachAreaChamber.com

For additional information or questions,

contact Kori Hippe, (843) 916-7205 or

Kori.Hippe@VisitMyrtleBeach.com.