

RETAIL ADVERTISING RATES

Effective August 1, 2009

(1) PERSONNEL

- Publisher: Donald E. Wilder
- Advertising Manager: Angela Mathis
- Editor Emeritus: Leland Burch
- Editor: Jim Fair

(2) REPRESENTATIVES

- S.C. Press Services

(3) COMMISSION

- 15% to Agencies - No Cash Discounts
(Applicable Only to National Rates)

(4) GENERAL POLICY

- The Greer Citizen, Inc. reserves the right to correctly classify and edit all copy or to reject or cancel any advertisement at any time.
- Publishers Liability for Error: 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.
- Indemnification: 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, copy rights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.
- Under no circumstances will The Greer Citizen be responsible for the sale of goods made by reason of errors in advertisements. When such errors occur, The Citizen will furnish a letter to be displayed where goods are located, stating that an error has been made. In the event of an error in advertising copy in The Citizen, the publisher will be responsible for adjustment only for that portion of the advertisement which appeared in error.
- 1 1/2% Service Charge Per Month on Past Due Accounts
- The Greer Citizen is not responsible for errors on proofs approved by the advertiser, or errors which might appear in subsequent multiple insertions after the initial publication date.
- Ad placement is at the discretion of The Greer Citizen. Space can be reserved (on a first come basis) with a 25 percent surcharge.

(5) ROP RATES

- **LOCAL RATE \$8.00 per col. inch (net)**
For retail businesses which sell directly to consumers at retail prices in the greater Greer, SC market area.
- **SECTION FRONT BANNER - \$250**
With 13 week agreement. Excludes "A" section.
- **SAU RATE \$9.40 per col. inch**
- **NATIONAL RATE 63¢ per line**
- **YEARLY BULK RATE CONTRACT**
\$7.60 per col. inch (750-1500)
\$7.20 per col. inch (1501-2200)
\$6.80 per col. inch (2201-4500)
 With yearly contract

(6) COLOR RATES (Standard Colors)

- Black and 1 Color\$65.00
- Black and 3 Colors..... Cost of ad + 25%
- Color rates are not commissionable and are net to newspaper. Rates are per color per page. Minimum charge \$50 for 4-color.

(7) PRE-PRINT INSERTION RATES

Rates Quoted Are Cost Per Thousands

Size	Number of insertions per year						
	48x	36x	24x	18x	12x	6x	1x
card	35.00	38.00	41.00	44.00	47.00	50.00	53.00
4 tab	38.00	41.00	44.00	47.00	50.00	53.00	56.00
8 tab	41.00	44.00	47.00	50.00	53.00	56.00	59.00
12 tab	44.00	47.00	50.00	53.00	56.00	59.00	62.00
16 tab	47.00	50.00	53.00	56.00	59.00	62.00	65.00
20 tab	50.00	53.00	56.00	59.00	62.00	65.00	68.00
24 tab	53.00	56.00	59.00	62.00	65.00	68.00	71.00
28 tab	56.00	59.00	62.00	65.00	68.00	71.00	74.00

Insert Rates: For pre-printed inserts shipped to arrive 7 days prior to publication date. Late arrivals subject to additional insertion charges. Pre-prints received Monday thru Friday 8 a.m. to 5 p.m. Overtime charges may be added for late shipments.

**Shipping Address: 105 Victoria Street
Greer, South Carolina 29651**

We prefer inserts not to be quarter folded. Rates quoted are not commissionable.

MAILING ADDRESS • P.O. BOX 70 • GREER, SC 29652

SHIPPING ADDRESS • 105 VICTORIA ST. • GREER, SC 29651

WEB ADDRESS • WWW.GREERCITIZEN.COM

(8) SPECIAL ROP UNITS

- Separate rates are quoted for special tabloid sections.

(9) SPECIAL SERVICES

- Photographs, art preparation, ad layout, typesetting, and reproduction material services available upon request. Charges made for some services. Information upon request.

(10) SPECIAL DAYS/PAGES/FEATURES

- Special editions, marked with asterisks (*), are published and sold on a modular format.
February - Bridal Edition*
March - Families In Business*
April - Lawn & Garden & Home Improvement
May - Greer Family Fest*
June - Hometown Heroes
August - Back-To-School
 High School Football Preview
October - Just Say No To Drugs*
November - Christmas Shopping*
• Yearly features also include Church Page, Dining Out Page, Racing Contest, Football Contest, High School Football Page and others.

(11) ROP DEPTH REQUIREMENTS

- Minimum display ad 1" deep
- Advertisements more than 19 1/2" in depth charged for full column depth of 21 inches.

(12) PUBLICATION DAY

- Wednesday

(13) CLOSING TIMES

- Display Ads - Noon Thursday for Living Here
 5 p.m. Monday for Front, Sports
- Classified Ads - Noon Tuesday

(14) MECHANICAL MEASUREMENTS

- Offset printing - 6 column Format with 1 pica between columns.
- Standard page size: 6 column x 21 inches. Page width 10 inches. Column width 9p2, 1 pica space between columns.

	Picas	Inches
1 Column	9p2	1.5278
2 Columns	19p4	3.2222
3 Columns	29p6	4.9167
4 Columns	39p8	6.6111
5 Columns	49p10	8.3056
6 Columns	60	10

(15) CLASSIFIED RATES

- \$13.50 for 20 words
- \$0.68 for each word over 20 words

SET ALL LEGALS AND CLASSIFIED ADS 10 POINTS ON 11 SPACING.

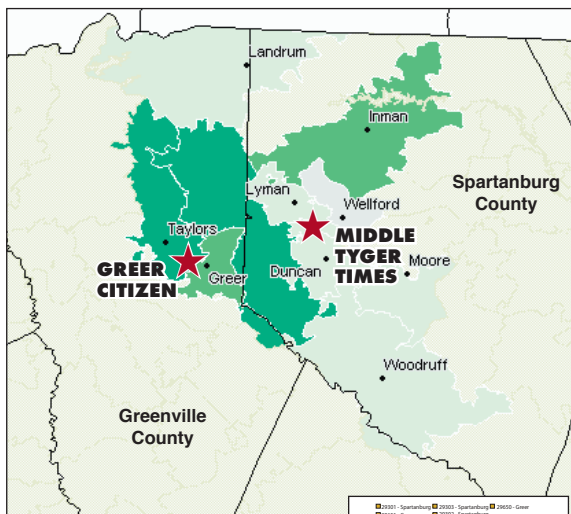
(16) CIRCULATION

- 9,659 - P.O. Report, September, 2008

Greer Citizen Middle Tyger Times COMBO RATES

26,700

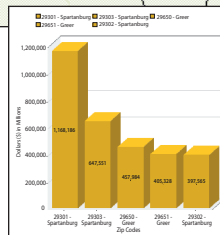
Combined Households



COMBINATION RATE

\$1250

col. inch



Choose one day in Greer and Middle Tyger Times

Coverage Area

29651 Greer	29334 Duncan
29652 Greer	29385 Wellford
29650 Greer	29369 Moore
29365 Lyman	29388 Woodruff
29687 Taylors	29375 Reidville

The Greer Citizen published Wednesday
Middle Tyger Times published Thursday

TELEPHONE
(864) 877-2076 • FAX (864) 877-3563

email: ads@greercitizen.com