1. **We reach voters:**
   
   *The Sun News*’ print and digital products reach 2 out of 3 voters.

2. **We reach undecided voters:**
   
   2 out of 3 undecided voters are regular newspaper readers.

3. **Our ads hit home:**
   
   Voters in all demographic groups find newspaper ads *more believable* than TV or radio

4. **We are THE source:**
   
   State and local voters prefer newspapers for campaign and election news by more than a 2-to-1 margin over cable TV, radio, and direct mail.

5. **We are #1:**
   
   *The Sun News* websites collectively are first in audience totals in the Myrtle Beach Market. This is key when more than 1/3 of all voters get their election information from the internet.
9 out of 10 users of The Sun News websites are voters.

An analysis of the Online Audience indicates the quality and attractiveness for political campaigns. 9 out of 10 past-30 day users of The Sun News websites are voters, and the websites reach 25% of all Designate Market Area voters. The Sun News websites are clearly #1 among local media websites.

A comparison of market share*

MyrtleBeachOnline.com ............ 22%
Starnews.com .......................... 15%
carolinalive.com ...................... 9%
wmbfnews.com .......................... 7%
Myrtlebeach.com ..................... 6%

* Source 2013 Hitwise

Credibility is an important asset of newspaper websites. Local newspaper websites are considered to be more trustworthy and reliable than other media websites.

In addition, 78% of consumers believe newspaper website ads are more current.

The Sun News websites also offer:

- A highly educated, affluent audience
- Direct, immediate communication with voters
- The ability to track and target messages — and pull viewers to other sites
- Email marketing options to qualified recipients

Sources: Scarborough Research, 2011 Release 1, NAA 2011 Advertising Planning Guide

2 out of 3 Voters in the Myrtle Beach DMA read The Sun News print & digital products
MyrtleBeachOnline.com Mobile generates more than 1,500,000 page views a month.
Banners run at the bottom of each page and are exclusive to the page until refreshed. We can create mobile landing pages for banner click-through.*

Investment: $XX/cpm

* Click-to-Call
Click-to-Text
Click-to-Mobile-users captured
Web page or landing page
Local users of MyrtleBeachOnline.com have spending power and shop online regularly.

59% have household incomes above $75,000

87% own their own home

74% made a purchase online in the past year

51% make a purchase online one or more times a month

49% are college graduates

48% used MyrtleBeachOnline.com

82% read The Sun News and access MyrtleBeachOnline.com (past 7 days)
Goes out to 91,000* email addresses in and around Myrtle Beach, who have requested information on political interest voters and political donors.

**Categories:**
Political Interest, Voters, Political Donors

**Investment:** $XX/cpm
$X,XXX

* Can send less than 91,000 to meet your needs
Corner Peels and Sliding Billboards

Corner Peels and Sliding Billboards run on specific pages of MyrtleBeachOnline.com for a 24-hour period exclusive to the position for the day scheduled.

MyrtleBeachOnline.com is the #1 News Website in the Myrtle Beach, South Carolina area.

Monthly Page Views: 11,200,000
Monthly Unique Visitors: 613,000
Investment: $XXX/day
Yahoo! Reaches 80% of Myrtle Beach / Florence DMA Online Market

Yahoo! News reaches over 200 million people monthly — 2x more daily than CNN and 4x more daily than Google.

Yahoo! has billions of facts on their users which allows for unmatched, best-in-class targeting

Medium Rectangle: $XX/cpm
Leaderboard: $XX/cpm
Display Your Political Message to Local Voters on National Websites

**Category Targeting**

Category Targeting is a custom mini-network of national websites designed to reach a target audience through relevant content.

**Political:**
- General
- Liberal
- Conservative

*Selling Point:*
Elevates your message with ad exposure on national websites, geo-targeted to the local marketplace.

**Premium News Network**

The Premium News Network is an exclusive private network made up of over 1,600 high-quality local newspaper, broadcast, magazine, and radio sites.

**Selling Point:**
It reaches the audience profile that you need: highly educated people, with above-average household incomes, who are engaged in their local communities.
Front Page Exposure

Strip Ads

Daily  Sunday
Front-Page Strip Ad:  $XXX  $XXX
Section-Front Strip Ads:  $XXX  $XXX
(Local, Sports, Coasting, Money, Real Estate)

Includes full color
10.62"W x 2"H

Based on availability
**Spadea:** A half-page vertical flap that wraps over the front of a section in the paper. Advertisers have the option to buy the full-page back of the wrap as well. Due to its design, a spadea offers advertisers prime placement that readers can’t miss.

**Investment:**

Spadea: $X,XXX
Glossy Inserts
—Guaranteed Delivery

We print, we deliver — totally turnkey for you.
Print as few as 10,000. Select areas you’d like to target.
70 lb. glossy, full-color, 2 sides.
Allow 14 business days to design, print and deliver.

<table>
<thead>
<tr>
<th>8.5” x 11” Glossy Insert</th>
<th>5.5” x 8.5” Glossy Insert</th>
<th>11” x 17” Glossy Insert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quantity</td>
<td>Cost per 1,000</td>
<td>Quantity</td>
</tr>
<tr>
<td>35,000 — 49,999</td>
<td>$XX</td>
<td>35,000 — 49,999</td>
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<tr>
<td>50,000 — 74,999</td>
<td>$XX</td>
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<tr>
<td>100,000 +</td>
<td>$XX</td>
<td>100,000</td>
</tr>
</tbody>
</table>

Heather Eberlin / 843.602.7147 / heberlin@TheSunNews.com
1-Color: $XX/cpm
Full-Color: $XX/cpm

Minimum order of 11,000.
Full-run and zoned options available.
Space reservation deadline: 14 days prior to publication

**BONUS:** Receive equal amount of impressions on MyrtleBeachOnline.com on day ad note runs.
Political Advertising
Print Rates

The Sun News

<table>
<thead>
<tr>
<th>Broadsheet</th>
<th>Sunday</th>
<th>Daily</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$X,XXX</td>
<td>$X,XXX</td>
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<tr>
<td>1/2 Page</td>
<td>$X,XX</td>
<td>$X,XXX</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$X,XX</td>
<td>$X,XXX</td>
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<tr>
<td>1/8 Page</td>
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Color

<table>
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<tr>
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<tbody>
<tr>
<td>1/4 and 1/8 Page:</td>
<td>$XXX</td>
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Sizes

<p>| | |</p>
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<thead>
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<tr>
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</tr>
<tr>
<td>1/2 Page Horizontal:</td>
<td>10.62&quot;W x 10.5&quot;H</td>
</tr>
<tr>
<td>1/2 Page Vertical:</td>
<td>5.25&quot;W x 21&quot;H</td>
</tr>
<tr>
<td>1/4 Page:</td>
<td>5.25&quot;W x 10.5&quot;H</td>
</tr>
<tr>
<td>1/8 Page:</td>
<td>5.25&quot;W x 5.25&quot;H</td>
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</tbody>
</table>

Digital

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<td>25,000 impressions</td>
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<td>25,000 impressions</td>
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<tr>
<td>25,000 impressions</td>
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</tbody>
</table>

Each print ad includes run-of-site impressions on MyrtleBeachOnline.com

Deadlines

<table>
<thead>
<tr>
<th>Run Date:</th>
<th>Deadline:</th>
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</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Preceding Thursday, 4 pm</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Preceding Thursday, 4 pm</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Preceding Friday, 4 pm</td>
</tr>
<tr>
<td>Thursday</td>
<td>Preceding Monday, 4 pm</td>
</tr>
<tr>
<td>Friday</td>
<td>Preceding Tuesday, 4 pm</td>
</tr>
<tr>
<td>Saturday</td>
<td>Preceding Wednesday, 4 pm</td>
</tr>
<tr>
<td>Sunday</td>
<td>Preceding Wednesday, 4 pm</td>
</tr>
</tbody>
</table>
The BRONZE Level Package

- 15.75" ad in The Sun News (1/8 page)
- (1) One 6 column x 2" full color strip ad, on LOCAL or SPORTS, Monday – Saturday (based on availability)
- 50,000 Impressions, Medium Rectangle run-of-site on MyrtleBeachOnline.com
I (2) Two 15.75" ads in The Sun News (Mon–Sat) (1/8 page)

I (1) One 6 column x 2" full color strip ad, on LOCAL or SPORTS, Monday – Saturday (based on availability)

I 75,000 Impressions, Medium Rectangle run-of-site on MyrtleBeachOnline.com

The SILVER Level Package
I (2) Two 1/4 page ads in The Sun News (Mon–Sat) or (4) Four 1/8 page ads

I 136,400 Impressions, Medium Rectangle run-of-site on MyrtleBeachOnline.com

I (1) One 3" x 3" full color ad note on front page of The Sun News, Friday/Saturday

I (2) Two 6 column x 2" full color strip ads, on LOCAL or SPORTS, Monday – Saturday (based on availability)
The PLATINUM Level Package

- (2) Two 1/2 page ads in The Sun News (Mon–Sat) or (4) Four 1/4 page ads
- (1) One 3” x 3” full color ad note on front page of The Sun News, Sunday
- 161,000 Impressions, Medium Rectangle run-of-site on MyrtleBeachOnline.com
- (1) One 6 column x 2” full color strip ad, on LOCAL or SPORTS, Monday – Saturday (based on availability)
Guaranteed delivery

- 8.5" x 11" INSERT — full color, two sides reaching 141,461 households
- (2) Two 1/2 page ads (Mon–Sat) or (4) Four 1/4 page ads in The Sun News
- 50,000 Impressions, Medium Rectangle run-of-site on MyrtleBeachOnline.com
- Premium News Network Online advertising — Geo-Target your political message to local voters on national websites by following users throughout on their online journey
**Win South Carolina!**

*The Sun News* welcomes all political and political advocacy-type advertising. We deliver the largest combined print and digital audience with South Carolina and our print and digital advertising solutions are one of the most effective ways to reach registered voters. However, as responsible citizens of the communities that we serve, we must make sure our readers/viewers are protected from any questionable practices using the following fair political print and digital advertising guidelines:

**Political Advertising Legal Guide for South Carolina Newspapers**

*By Jay Bender, SCPA Attorney*

Political advertising, whether for or against a candidate or ballot measure, is subject to legal requirements not found in non-political advertising. The requirements are concerned with:

- Disclosure of the sponsor of the advertising, and
- The rate charged for the advertising space. In making a determination about which requirements must be met, you must first determine if the advertising relates to a federal candidate or a candidate seeking state or local office.

**STATE RACES:**

**STATE AND LOCAL DISCLOSURE OF SPONSORSHIP:**

South Carolina law requires that the name and address of the sponsor of advertising supporting or opposing a public official, a candidate or a ballot measure must be included in the advertising.

Campaign practices in South Carolina are subject to enforcement by the state Ethics Commission. The Commission interprets the “name and address” requirement to mean that the person or committee paying for the advertising must be identified in such a fashion that someone could contact the sponsor by mail.

Suggestions: Place the sponsorship notice at the bottom of the ad in at least 8 pt. type. A sample disclosure: *Paid for by Jane Doe, P.O. Box XXX, Columbia, S.C. 29202*

**RATES — STATE AND LOCAL RACES**

South Carolina law makes it a crime for a newspaper to charge an amount for political advertising in excess of the “local prevailing rate” for commercial advertising. The same statute also makes it a crime to establish different terms and conditions for payment for political advertising than for commercial advertising.

Payment Suggestion: Treat the political candidate the same as you would treat a commercial advertiser in terms of rates and commissions. If a candidate purchases enough space to earn a bulk discount, give the discount. If the advertising is placed by an agency on a commission rate, give the commission. This does not mean you cannot require advance payment, just as you would for an itinerant advertiser.

**FEDERAL RACES:**

Federal races include those for Congress, Senate and president and vice president.

**FEDERAL DISCLOSURE OF SPONSORSHIP:**

The language of the disclosure statement to be included in the advertising for a candidate for federal office is controlled by the identity of the sponsor of the advertising and by whether or not the advertising was authorized by a candidate or the candidate’s campaign committee. Three categories are identified in federal law:

1. Advertising sponsored by candidate or the candidate’s authorized campaign committee;
2. Advertising sponsored by someone other than the candidate or candidate’s committee and the advertising is authorized by the candidate or the candidate’s committee; or,
3. Advertising that is not authorized by either the candidate, or the candidate’s committee.

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Heather Eberlin / 843.602.7147 / heberlin@TheSunNews.com
What disclosure is required?

1. If the advertising is neither paid for by the candidate or the candidate’s committee, the disclosure statement in the advertising must state that the advertising has been paid for by the candidate or the candidate’s committee.

Sample wording: “Paid for by Thurmond for Senate Committee.”

2. If the sponsor of the advertising is a person or committee other than the candidate and the advertising is authorized by the candidate or the candidate’s committee, the disclosure must clearly identify the sponsor and state that the advertising has been authorized by the candidate or the candidate’s committee.

Sample wording: “This ad is authorized by the candidate and paid for by the National Rifle Association.”

1. If the advertising is neither paid for nor authorized by a candidate or candidate’s committee, the disclosure must clearly state the name of the person paying for the advertising and that the advertising is not authorized by the candidate or the candidate’s committee.

Sample wording: “This ad is paid for by Herman Smith and is not authorized by the candidate.”

RATES—FEDERAL OFFICES

A newspaper may charge a candidate for federal office, or the committee of a candidate for federal office, an amount that is no more than the charge for comparable space for other types of advertising. If a campaign purchases enough space to earn a volume discount if the space were being purchased for non-political advertising, the campaign would be entitled to the volume discount.

OTHER ISSUES

Libel Read every political ad for potential libel! Newspapers and candidates have been sued for libel in connection with political advertising. Broadcasters have immunity from libel claims in exchange for not being able to reject political advertising by qualified candidates. Since newspapers do not have the same immunity, a publisher should be aware that the publication of false statements of fact injurious to someone’s reputation can result in a claim for damages if the publisher knew the information was false, or if the publisher had serious doubt about the accuracy of the statement and published in the face of those doubts. If you doubt the accuracy of a claim in a political advertisement, ask for substantiation or reject the copy.

The SCPA libel hotline is available to assist in the screening of political advertising.

Since a political ad may contain libel, an element of your defense is: “I didn’t doubt the accuracy of the statement.” To be credible on this point you then need to be able the answer the next question about who placed that ad. When you take a political ad, you need to have the name of a real live human who placed it. You might also ask for and photocopy the ID of a person unknown to you. You may want to have language in your political advertising contract that indicates that the person placing the ad certifies that it is accurate, and that the sponsor of the ad will indemnify the paper if a claim is made for libel. If you are asked by another candidate to reveal additional information about who placed an ad, there is no obligation under law to go beyond what was printed in the advertisement.

Invasion of privacy If an advertiser were to list a person’s name in an advertisement indicating that the person had endorsed the product being advertised, and the person whose name was used had not consented to the use, the person whose name was used would have a claim for invasion of privacy. It is possible that a similar result would be reached if a person’s name were included in a political endorsement ad without consent. To avoid invasion of privacy claims, the publisher should require a candidate or campaign to furnish a signed statement from each person whose name is to be included in an endorsement ad. If the candidate provides camera-ready copy, it is still a sound practice to require the signed statements. An alternate protection would be to ask the campaign manager to sign an affidavit that all of the names are being used with permission. As with libel, it may be helpful to have your contract specify that the sponsor of the ad will indemnify the paper against invasion of privacy claims.

Payment It is legal and advisable to require payment in advance for political ads.

Quick Guide to Disclosure Wording

STATE

“Paid for by (Candidate Name) for Governor Committee, 700 Main St., Columbia”, or “Paid for by John Smith, 700 Shop Rd. Charleston”

FEDERAL

“Paid for by (Candidate Name) for Senate Campaign” — if paid by candidate “Authorized by the candidate and paid for by the AAPR” — authorized but paid by others “Paid for by Paul Jones and not authorized by candidate” — unauthorized, paid by others
All political advertising will display the words “Paid Advertisement” above the ad in twelve (12) point type, in two-column increments.

Additionally, all ads must carry a fair political practice disclaimer in the bottom of the ad to include the name and address (no P.O. Boxes) of the individual or organization responsible for the placement of the ad plus a phone number of someone who can respond to the ad’s contents. A website address may serve as a substitute for a street address.
The Sun News reaches 128,000 readers on Sunday and 108,000 daily.

MyrtleBeachOnline.com is the #1 media website in the Myrtle Beach DMA with 613,000 unique visitors & 11.2 million page views per month. Utilizing print and online with The Sun News reaches 8 out of every 10 adults, ensuring delivery of your message to the most reliable voter. We have the engaged audience who actively goes to the poll to vote. The Sun News and its products are your most reliable source for guaranteed delivery.

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**The Bronze Level $**

- 15.75" ad in The Sun News (1/8 page)
- One 6 column x 2" full color strip ad, on LOCAL or SPORTS, Monday – Saturday (based on availability)
- 50,000 Impressions, Medium Rectangle run-of-site on MyrtleBeachOnline.com

**The Silver Level $**

- (2) Two 15.75" ads in The Sun News (Mon–Sat) (1/8 page)
- One 6 column x 2" full color strip ad, on LOCAL or SPORTS, Monday – Saturday (based on availability)
- 75,000 Impressions, Medium Rectangle run-of-site on MyrtleBeachOnline.com

**The Gold Level $**

- (2) Two 1/4 page ads in The Sun News (Mon–Sat) or (4) Four 15.75" (1/8 page)
- 136,400 Impressions, Medium Rectangle run-of-site on MyrtleBeachOnline.com
- One 3" x 3" full color ad note on front page of The Sun News, Friday/Saturday
- (2) Two 6 column x 2" full color strip ads, on LOCAL or SPORTS, Monday – Saturday (based on availability)
Add ons:

Color to 1/8 page ad: $XXX each; 1/4 page ad: $XXX each; 1/2 page ad: $XXX each

Additional strip ads: $XXX Daily; $XXX Sunday

Additional 50,000 medium rectangle impressions on www.MyrtleBeachOnline.com: $XXX

Ad note Friday/Saturday: $X,XXX

Premium News Network Online advertising — display your political message to local voters on national websites:

250,000 impressions $X,XXX

Add video to your online ad on www.MyrtleBeachOnline.com: $XXX per 50,000 impressions

Utilize your TV commercial!

Contact Heather Eberlin at The Sun News
843.602.7147 or heberlin@TheSunNews.com

for the best advertising program tailored to your unique needs
GET OUT TO VOTE
Your most reliable source for guaranteed delivery

Reach 97% of households with The Sun News—that’s over 158,700 readers!
We print, we deliver — totally turnkey for you.
Print as few as 35,000. Select areas you’d like to target. 70 lb. glossy, full color, 2 sides.
Allow 14 business days to design, print and deliver.

**8.5” x 11” Glossy Insert**

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<tr>
<td>100,000 +</td>
<td>$XX</td>
</tr>
</tbody>
</table>

**8.5” x 5.5” Glossy Insert**

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<tr>
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<tbody>
<tr>
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<tr>
<td>100,000 +</td>
<td>$XX</td>
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</tbody>
</table>

**11” x 17” Glossy Insert**

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