

The Bluffton Sun

Serving the smiling faces, beautiful places of greater Bluffton and Okatie

2021 MEDIA KIT

An Overview...

The **Bluffton Sun** was founded as The City Sun, a newsletter for Sun City Hilton Head, in 1998. In 2002, the paper retained the name while undergoing the transformation to a monthly community newspaper whose circulation was expanded throughout greater Bluffton. It became known as Bluffton City Sun in 2006.

In 2009, the newspaper was renamed **The Bluffton Sun** to better reflect the focus and increased distribution to the entire 25,000 plus households and businesses throughout greater Bluffton and Okatie. That distribution is via the United States Postal Service, which guarantees the newspaper is delivered safe and dry in local mailboxes.

The newspaper now is published bi-monthly, reflecting the wishes of our advertisers, who desired increased exposure to our readers, and our readers, who told us over and over again they wished to see news and information about our ever-expanding community more frequently. Having two issues every month is a win-win for advertisers and readers alike.

Although the town's population is dramatically expanding, there remains a true sense of community among the residents fostered by **The Bluffton Sun** that has been serving all the smiling faces, beautiful places of Greater Bluffton and Okatie since 1998.

Inside every issue you will find news of town issues, features on Bluffton people and places, helpful advice from local columnists and extensive information on events and activities.

We are proud of our newspaper and the results it produces for our advertisers. The publication is a powerful marketing tool for local and regional companies that are searching for an affordable way to reach everyone in an ever expanding marketplace.

Welcome to **The Bluffton Sun**! Please let us know how we can serve you.

Sincerely,

Kevin Aylmer
Publisher

kevina@BlufftonSun.com



PO Box 2056, Bluffton, SC 29910 • Tel: (843) 757-9507 • Fax (843) 757-9506

WWW.BLUFFTONSUN.COM

An Overview...

After 15 years of publishing *The Bluffton Sun*, the company continued its expansion with the debut of *The Hilton Head Sun* community newspaper in July of 2012. Since that time, readers have come to expect The Hilton Head Sun in their mailboxes on the first Wednesday of every month.

“*The Hilton Head Sun* continues the tradition of our award-winning style of community news, features, and information that has been so successful in Bluffton” reported BJ Frazier, former publisher and owner. Frazier went on to say: “Over the years, Hilton Head residents asked when they would see their own hometown Sun. The staff responded by producing a “must-read newspaper dedicated to the Hilton Head community.”

Lynne Hummell, a resident of Hilton Head Island since 1984, is the Editor of *The Hilton Head Sun*. “Our company and our readers are extremely fortunate to have such an experienced and knowledgeable journalist setting the editorial direction of this newspaper.” said Kevin Aylmer, publisher of the Hilton Head Sun.

The monthly newspaper is delivered free by the U.S. Postal Service to most of the 23,000 households and businesses on Hilton Head safe and dry inside their mailboxes on the first Wednesday of each month. Total market penetration has been a successful strategy for our advertisers who consistently enjoy a strong response to their ad messages.

When asked about The Sun, readers respond that reading the paper is enjoyable, full of good information, contains features on their neighbors and they look forward to receiving it.

The Hilton Head Sun includes many of the same features found regularly in The Bluffton Sun, along with a healthy dose of island-specific news and features.

For more information about *The Hilton Head Sun*, contact us at 843-757-9507. To submit information to be considered for publication, email Hummell at editor@BlufftonSun.com.

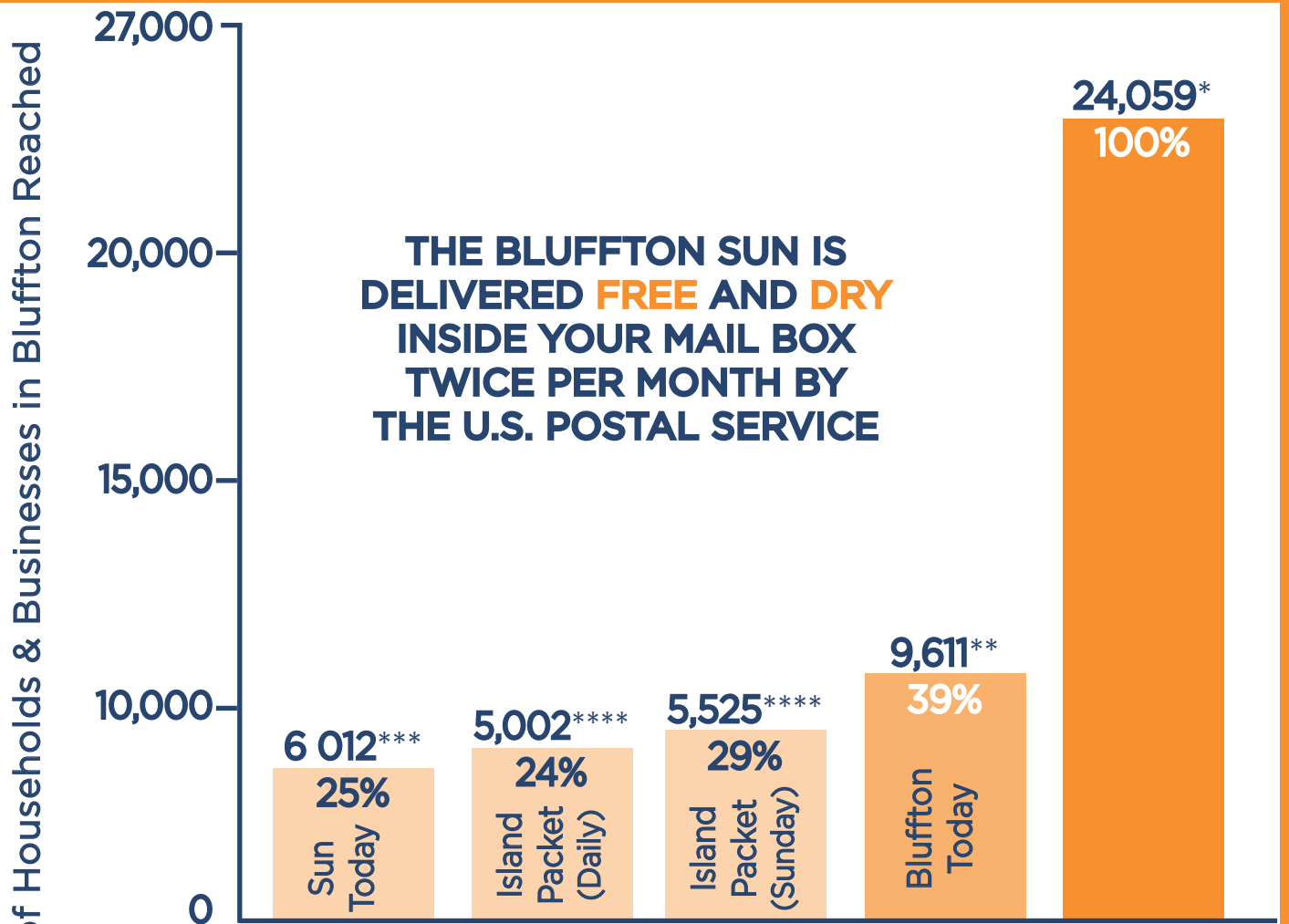
Sincerely,
 Kevin Aylmer
 Publisher
kevina@BlufftonSun.com



No one delivers **BLUFFTON** like The Bluffton **Sun**



Serving the smiling faces, beautiful places of greater Bluffton and Okatie



SOURCES: *The Bluffton Sun distribution is verified by the U.S. Postal Service receipts for the October 15, 2020 edition. Receipts are available upon written request. The Quantity does not include 1,000 copies per issue that are distributed in racks and other locations throughout Bluffton and Okatie.

**Bluffton Today distribution is verified by the latest available "2012 Bluffton Today and The Sun Today Certified Audit of Circulation Newspaper Publisher's Statement." This number does not include the 2,081 copies that are distributed inside The Savannah Morning News. This statement is available upon written request.

***Sun Today distribution is verified by the latest available "2012 Bluffton Today and The Sun Today Certified Audit of Circulation Newspaper Publisher's Statement." This statement is available upon written request.

**** Island Packet (Sunday) and Island Packet (Daily) Island Packet, Q1 2019 Preprint projections document.

To Advertise in The Bluffton Sun, and reach EVERY household in Bluffton,

Call (843) 757-9507

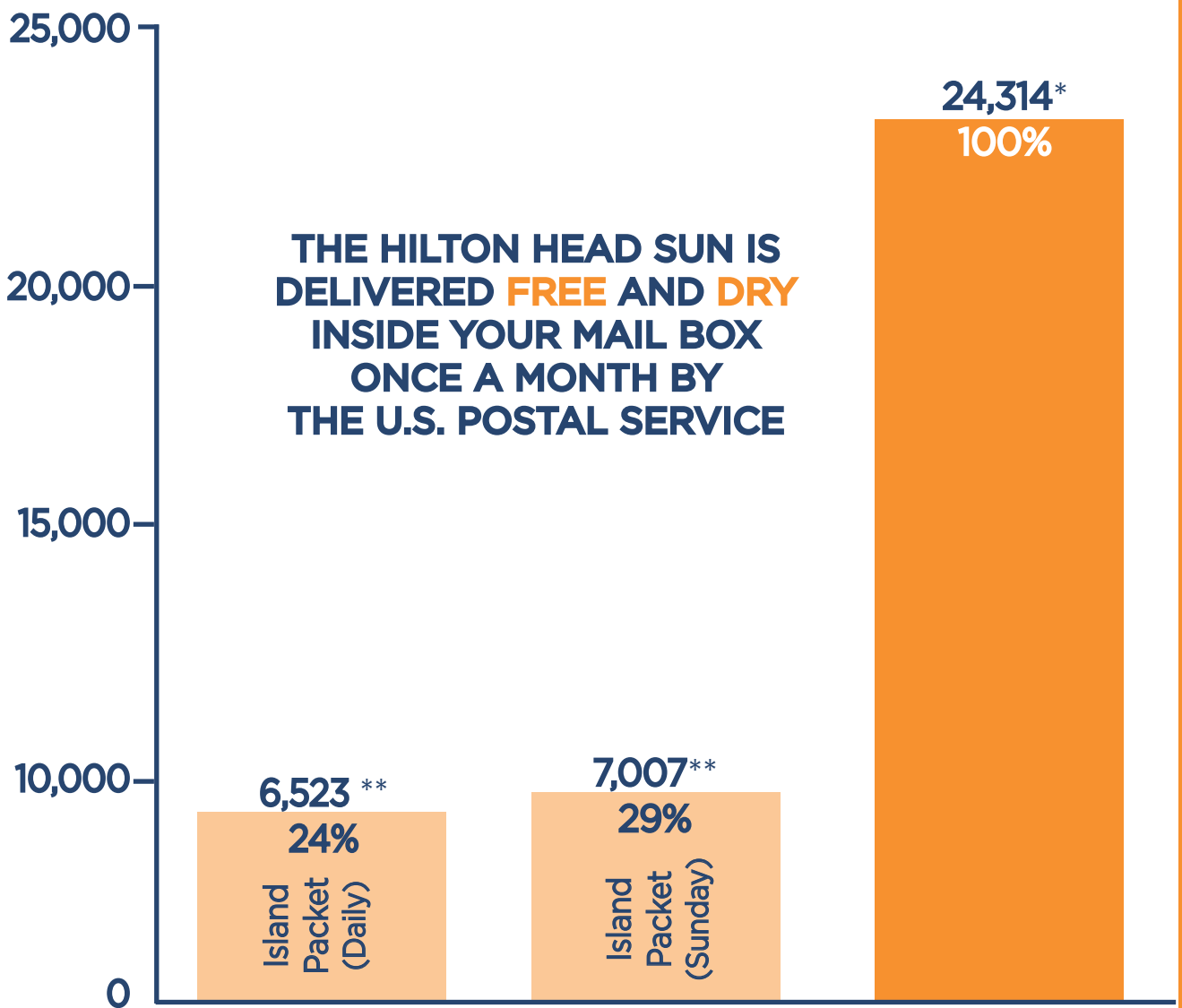
No one delivers **HILTON HEAD** like

The Hilton Head **Sun**



Serving the smiling faces, beautiful places of greater Hilton Head Island

Number of Households & Businesses in Bluffton Reached



**THE HILTON HEAD SUN IS
DELIVERED FREE AND DRY
INSIDE YOUR MAIL BOX
ONCE A MONTH BY
THE U.S. POSTAL SERVICE**

SOURCES: *The Hilton Head Sun - USPS records, does not include 1,000 newsstand copies on Hilton Head Island, October 7, 2020.
**Island Packet, Q1 2019 Preprint projections document.

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2021 PUBLISHING DATES & DEADLINES

Space Reservations & Ad Copy Deadlines	COMPLETE AD FILES DEADLINES	PUBLICATION ISSUE DATES
WED 12/23	TUES 12/29	TUES 1/5
THURS 1/7	TUES 1/12	WED 1/20
THURS 1/21	TUES 1/26	TUES 2/2
THURS 2/4	TUES 2/9	WED 2/17
THURS 2/18	TUES 2/23	TUES 3/2
THURS 3/4	TUES 3/9	TUES 3/16
THURS 3/25	TUES 3/30	TUES 4/6*
THURS 4/8	TUES 4/13	TUES 4/20
THURS 4/22	TUES 4/27	TUES 5/4
THURS 5/6	TUES 5/11	TUES 5/18
THURS 5/20	TUES 5/25	WED 6/2
THURS 6/3	TUES 6/8	TUES 6/15
THURS 6/24	TUES 6/29	WED 7/7*
THURS 7/8	TUES 7/13	TUES 7/20
THURS 7/22	TUES 7/27	TUES 8/3
THURS 8/5	TUES 8/10	TUES 8/17
THURS 8/19	TUES 8/24	TUES 9/1
THURS 9/2	TUES 9/7	TUES 9/14
THURS 9/23	TUES 9/28	TUES 10/5*
THURS 10/7	TUES 10/12	TUES 10/19
THURS 10/21	TUES 10/26	TUES 11/2
THURS 11/4	TUES 11/9	TUES 11/16
WED 11/24	TUES 11/30	TUES 12/7*
THURS 12/9	TUES 12/14	TUES 12/21

NOTE: * 1 EXTRA WEEK BETWEEN PUBLICATIONS

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WED 11/24	TUES 11/30	WED 12/7

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2021 RATE CARD

& AD SPECS

Sizes	1 Time	3 X 10% Discount	6 X 15% Discount	12 X 20% Discount	18 X 25% Discount	24 X 30% Discount
Business Cards 3.25" x 2"	\$79	\$71	\$68	\$64	\$59	\$55
1/8 Page v 2.5" x 5" h 5" x 2.5"	\$146	\$132	\$128	\$118	\$111	\$104
1/4 Page v 5" x 5" h 10" x 2.5"	\$283	\$256	\$242	\$229	\$215	\$201
1/2 Page v 5" x 10.25" h 10" x 5"	\$552	\$498	\$471	\$445	\$418	\$391
Full Page 10" x 10.25"	\$1,065	\$961	\$909	\$857	\$804	\$752

ADVERTISING INSERTS				
Cost Per-Thousand (cpm)				
	1 X	3 X	6 X	12 X
Card Inserts	\$66.00	\$59.40	\$55.00	\$52.80
2 - 8 pages	\$88.00	\$79.20	\$74.80	\$70.40

25% Discount for Combination Buy.
Place an ad in The Bluffton Sun and receive a 25% Discount on same ad in The Hilton Head Sun.

Please send advertising space reservations to Kevina@BlufftonSun.com or call (843) 757-9507

Advertising Deadlines
Publication is bi-monthly generally on the first and third Tuesday. Advertising space and reservation deadlines are 10 days prior & electronic ad materials are due no later than 7 days prior to publication (For camera ready art, please send CMYK or Grayscale PDFs.)
Graphic design services are complimentary for our advertisers that have reasonable ad design requests. For multiple design consultations and redesigned ads, or design work performed for non-advertisers, there is a fee of \$50.00 per hour.

Advertising PrePrints
Advertising inserts will be accepted subject to the approval of the publisher. Max. size 10" x 12". Inserts must be delivered to our printer The Post & Courier, 134 Columbus St., Charleston, SC 24903 one week prior to publication. For odd size or multi-page inserts please submit sample for pricing. Add 20% premium for less than full run distribution. Full-run distribution is approximately 26,000. Min. 8,000 copies per issue.

	FULL PAGE Width: 10" Height: 10.25"	EIGHTH PAGE HORIZONTAL Width: 5" Height: 2.5"	
	HALF PAGE HORIZONTAL Width: 10" Height: 5"	QUARTER PAGE VERTICAL Width: 5" Height: 5"	EIGHTH PAGE VERT. Width: 2.5" Height: 5"
	HALF PAGE VERTICAL Width: 5" Height: 10.25"		QUARTER PAGE HORIZONTAL Width: 10" Height: 2.5"

Classified Advertising
(Cash, check, MasterCard or Visa in advance only.)
up to 5 lines\$29.00 each additional line \$6.00

Bills / Credits
Multiple insertion discounts require advertising be pre-paid. New accounts must be pre-paid until credit has been approved. Payments are due and payable

upon receipt of invoice. Publisher reserves the right to adjust rates with 30 days written notice. Agency invoicing available, however client is responsible for payment.

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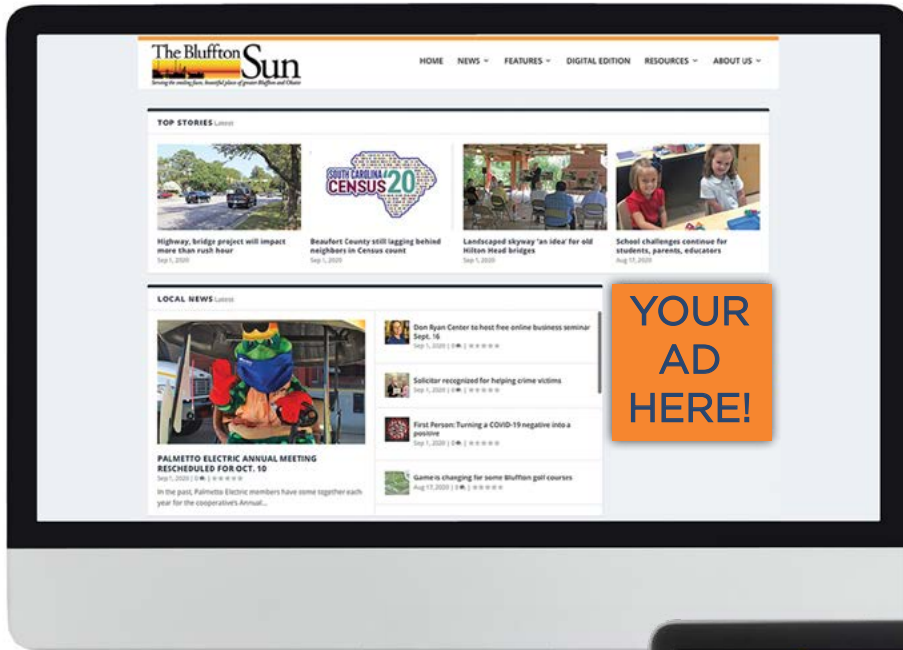
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The Hilton Head Sun

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WWW.BLUFFTONSUN.COM



Place Your
DISPLAY AD

(300 x 300)

\$49.95

PER MONTH

Both Sun Newspapers
Only

\$89.00

PER MONTH

LEADERBOARDS

(928 x 120)

Limit to 5 Advertisers

\$199.00

PER MONTH

Both Sun Newspapers
Only

\$329.00

PER MONTH



WWW.HILTONHEADSUN.COM

Display Ads Rotate between three locations on the Home Page

Rates offer for current print advertisers of The Bluffton Sun, Hilton Head Sun and Sun City Sun

Leaderboard Ads are limited to 5 advertisers (in rotation) on home page

Non-print advertiser, ask your advertising Representative for details

Your Ad - Online 24 Hours Day/7 Days a Week

(843) 757-9507

ADVERTISING AGREEMENT

_____ (Name of advertiser)

has agreed to purchase _____ insertions beginning with the
(Number of Insertions)

_____ issue of Bluffton Sun/Hilton Head Sun/Sun City Sun.
(Date of Issue)

The size of the advertisements will be _____
(Size of Ads)

and the cost of each will be _____ with the cost of the contracted
(Cost of Each Ad)

schedule to be _____.
(Total Cost)

POLICIES: includes full color
To retain discounted rate ads must be inserted in consecutive issues.
The Publisher reserves the right to adjust advertising rates with 30 days written notice
Additional charges may apply for guaranteed positioning.
Advertising material accepted subject to the approval of the Publisher.
We will invoice an advertising agency or representative although the client is ultimately responsible for payment.
Graphic design services are complimentary for our advertisers. Multiple design consultations or work performed for non-advertisers is available at the rate of \$50 per hour.

Accepted by the Advertiser by _____ Date _____
(Owner / Manager)

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-Mail _____

Accepted for the Publisher _____ Date _____

CREDIT APPLICATION

PLEASE PRINT - APPLICATION MUST BE FILLED IN COMPLETELY AND SIGNED

OFFICIAL _____
 NAME OF FIRM _____
 TRADE NAME _____
 ADDRESS _____
 CITY & STATE _____
 PHONE _____
 BILLING _____
 ADDRESS _____
 Acct. No. _____ Date _____

ACCOUNT EXECUTIVE _____
 Incorporated _____
 UNDER STATE OF LAWS OF _____
 WHEN ESTABLISHED _____
 KIND OF BUSINESS _____
 DUN 7 BRADSTREET RATING _____
 MONTHLY CREDIT DESIRED _____
 PHONE _____

NAME, ADDRESS OF FIRM OR INDIVIDUAL AUTHORIZED TO PLACE ADVERTISING ON YOUR BEHALF

Corporation Partnership Proprietorship Franchise

HOME ADDRESS OF CORPORATE OFFICERS, PARTNERS, OWNERS, ETC.

NAME 1 _____ 2 _____ 3 _____
 ADDRESS _____
 CITY/STATE _____
 PHONE _____
 OTHER PLACES OF BUSINESS _____

CREDIT INFORMATION

Name and addresses of two or more firms with whom you have established Credit, Preferably other media

BANK REFERENCE

Kind of Account: _____ Regular Check _____ Special Checking _____ Savings _____
 Name of Bank _____ Branch _____
 Address _____ Account No. _____

Have you, or other firms operated by same Principals, advertised with us before? _____

If so, under what name? _____

It is understood and agreed that all charges not paid and received within 30 days of billing date are subject to a periodic charge of 1 1/2% per month or 18% annually. Signature & Title _____ Date _____

For Office Use: Credit Manager _____ Date approved _____