

Real Estate

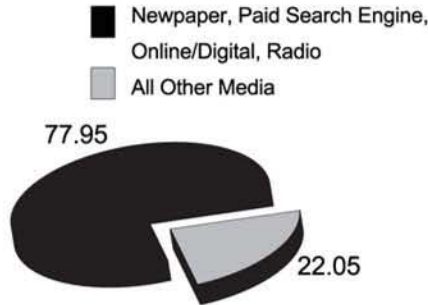


The top four media used by Offices of Real Estate Agents and Brokers in the Myrtle Beach-Florence SC market are: Newspapers, Paid Search Engine, Online/Digital, Radio

- according to the 2011 Borrell Associates, Inc. COMPASS Report.

Open Rates

Full Page 9x10.5	\$1,200
Junior Page 6x10.5	\$1,000
Half Page 9x5.2	\$800
Third Page 3x10.5	\$600



Coastal Carolina Real Estate Weekly

12 Month Program Cost	6 Month Program Cost	3 Month Program Cost
Full Page	Full Page	Full Page
24x \$700	12x \$850	6x \$900
36x \$600	18x \$750	9x \$850
48x \$500	24x \$700	12x \$800
Junior Page	Junior Page	Junior Page
24x \$600	12x \$600	6x \$700
36x \$500	18x \$550	9x \$650
48x \$400	24x \$500	12x \$600
Half Page	Half Page	Half Page
24x \$500	12x \$550	6x \$600
36x \$400	18x \$450	9x \$550
48x \$300	24x \$400	12x \$500
Third Page	Third Page	Third Page
24x \$250	12x \$350	6x \$500
36x \$200	18x \$300	9x \$400
48x \$150	24x \$250	12x \$300
Color \$5 Per inch Up to Half Page and a flat \$250 for all ads over a half page	Color \$5 Per Inch Up to Half Page and a flat \$250 for all ads over a half page	Color \$5 Per Inch Up to Half Page and a flat \$250 for all ads over a half page.

Run your ad Mon - Sat any section for \$13.36 per column inch. Add color to your ad for \$8.00 per column inch.



Home Finder

Open Rate - \$39.96
156 Listings for \$27.97 per listing with a 52 week commitment
312 Listings for \$18.78 per listing with a 52 week commitment

Open Houses Resale

Friday-Sunday \$80
Saturday \$50

Liners

\$1.42 per line

New Construction

Friday-Sunday \$115
Saturday \$75

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