

# Sample Ad Sizes

1 x 2 =  
\$16.30/wk  
open rate

2 x 2

Open rate \$32.60/wk (minimum 1 time)  
6 wk contract \$27.40/wk (minimum 6 times)  
13 wk contract \$24.60/wk (minimum 13 times)  
26 wk contract \$22.60/wk (minimum 26 times)

2 x 4

Open rate \$65.20/wk (minimum 1 time)  
6 wk contract \$54.80/wk (minimum 6 times)  
13 wk contract \$49.20/wk (minimum 13 times)  
26 wk contract \$45.20/wk (minimum 26 times)

2 x 3

Open rate \$48.90/wk (minimum 1 time)  
6 wk contract \$41.10/wk (minimum 6 times)  
13 wk contract \$36.90/wk (minimum 13 times)  
26 wk contract \$33.90/wk (minimum 26 times)

Prices based on \$8.15/column inch open rate.  
Prices good starting Jan. 1, 2017

Space Discounts:

Size	Rate/Col. inch
Over 31.5 ins.	\$6.85
Over 63 ins.	\$6.15
126 ins. (full pg.)	\$5.65

Our ad sizes are based on "column width" - the entire newspaper width is 6 columns (11.5").

**Page size:** Printed area 10.62" wide by 20.8" deep.

Measure	Inches
1 Col.	1.67
2 Col.	3.46
3 Col.	5.25
4 Col.	7.04
5 Col.	8.83
6 Col.	10.62
Double Truck	22.12

Double trucks are charged at 273 column inches to cover margined column.  
(Example: ad size - 2x4 = 3.46" wide x 4" tall)

Ads over a total of 10 column inches (column width x inch height) are eligible for contract rate.

**COASTAL OBSERVER**

P.O. Box 1170, Pawleys Island, SC 29585  
(843) 237-8438 • www.coastalobserver.com

Rates listed apply to color advertising

Pawleys Island/Georgetown: M.P. Swenson, 843-237-8438  
Surfside/Murrells Inlet/Litchfield: Hilde Hopkins, 843-359-1616

2 x 5

Open rate \$131.50/wk (minimum 1 time)  
6 wk contract \$118.50/wk (minimum 6 times)  
13 wk contract \$111.50/wk (minimum 13 times)  
26 wk contract \$106.50/wk (minimum 26 times)

2 x 6

Open rate \$147.80/wk (minimum 1 time)  
6 wk contract \$132.20/wk (minimum 6 times)  
13 wk contract \$123.80/wk (minimum 13 times)  
26 wk contract \$117.80/wk (minimum 26 times)

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**3 x 4**

Open rate \$147.80/wk (minimum 1 time)  
6 wk contract \$132.20/wk (minimum 6 times)  
13 wk contract \$123.80/wk (minimum 13 times)  
26 wk contract \$117.80/wk (minimum 26 times)

**3 x 5**

Open rate \$172.25/wk (minimum 1 time)  
6 wk contract \$152.75/wk (minimum 6 times)  
13 wk contract \$142.25/wk (minimum 13 times)  
26 wk contract \$134.75/wk (minimum 26 times)

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**3 x 6**

Open rate \$196.70/wk (minimum 1 time)  
6 wk contract \$173.30/wk (minimum 6 times)  
13 wk contract \$160.70/wk (minimum 13 times)  
26 wk contract \$151.70/wk (minimum 26 times)

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**3 x 8**

Open rate \$245.60/wk (minimum 1 time)  
6 wk contract \$214.40/wk (minimum 6 times)  
13 wk contract \$197.60/wk (minimum 13 times)  
26 wk contract \$185.60/wk (minimum 26 times)

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## Quarter page (3 x 10.5)

Open rate \$265.78/wk (minimum 1 time)  
6 wk contract \$265.78/wk (minimum 6 times)  
13 wk contract \$243.73/wk (minimum 13 times)  
26 wk contract \$227.98/wk (minimum 26 times)

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