

# COASTAL OBSERVER

Published every Thursday

Established 1982

Pawleys Island, S.C. 29585

## Retail Advertising Rates

Effective Jan. 1, 2026

COASTAL OBSERVER

### Mailing address:

P.O. Box 1170, Pawleys Island, SC 29585

### Physical address:

97 Commerce Dr., Pawleys Island, SC 29585

Phone: (843) 237-8438

Email: production@coastalobserver.com

### Publisher

M.P. "Squeaky" Swenson

### Commissions and Terms of Payment

Rates are non-commissionable.

Payment is due with order unless credit has been arranged. Terms on all accounts:

Due Upon Receipt.

Past due accounts will be charged 1-1/2% per month (18% per year).

In the event of a past due account, the advertiser is responsible for payment of all legal fees incurred in the collection of that account.

There will be a \$40 service charge for all returned checks.

### Special Services

- Advertising layout services are available to all advertisers.
- Proofs will be delivered on request for ads 10 inches or more when copy is submitted by deadline.
- Tearsheets provided on request.

### ROP Depth Requirements

Minimum display advertisement acceptable:  
1 column by 1 inch.

Advertisements over 19 inches deep will be billed for full column depth.

### Advertising Rate Policies

Rates may be raised at discretion of publisher.

### Print advertising rates

Open Rate: \$10.25 per column inch.

### Contract Discounts

For ads 10 column inches or more:

Term	Rate per column inch
6 weeks	\$8.75
13 weeks	\$8.00
26 weeks	\$6.80

### Preprint Rates

Available upon request for full and partial runs.

### Color Rates

Pricing available upon request.

### Website

coastalobserver.com

Banner ad rates available on request

### For more information

M.P. "Squeaky" Swenson,  
mpswenson@coastalobserver.com  
843-237-8438

## Contract and Copy Regulations

- We reserve the right to insert the word “advertisement” in all ads, especially those which may be mistaken for news articles.
- Liability for errors in advertisements shall not exceed the cost of the space occupied by the 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.
- All advertising accepted is subject to the approval of the publisher. We shall have the right to revise or reject in whole or in part any advertisement.
- All rates on this schedule are net and non-commissionable to advertising agencies. Advertisers using agencies to place advertisements are still solely responsible for all charges.
- Any ad canceled after half or more has been produced will be charged at \$10 per hour for production costs.
- Every effort will be made to meet reasonable position requests. Failure to meet these requests will not constitute cause for adjustment, refund or rerun.
- We reserve the right to revise rates on 30 days notice to the advertiser.

## Deadlines

Closing time for all ads is **5 p.m. every Friday**. For color ads or ads to be proofed, large ads or ads with difficult composition, deadline is 10 a.m. Friday.

## 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, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser’s advertisement.

By accepting this proof of a scheduled advertising, I the above advertiser certify that the

information in the advertising or notice submitted by me is true and not invasive of any person’s privacy. Additionally, I agree to indemnify and hold harmless Coastal Observer from and against all expenses, including attorney fees and costs, incurred as a consequence of having published the advertising or notice submitted by me. I also attest that I own any photographs that I have provided.

## Mechanical Measures

**Printing method:** Offset press using photo composition. Electronic submission of ads using Adobe Portable Document Format (PDF) files is preferred. Photographs may be emailed in jpeg or tiff format for best reproduction.

**Page size:** Printed area 10.0” wide by 20.5” deep.

Measure	Inches
1 Col.	1.56
2 Col.	3.25
3 Col.	4.94
4 Col.	6.63
5 Col.	8.31
6 Col.	10.00
Double Truck	20.00

Double trucks are charged at 273 column inches to cover margined column.

## Special Classifications

**Political Rate:** Card rate as earned. Ads must be paid for in advance and must conform to all state and federal requirements, including disclaimer statements.

**Position Charges:** Position cannot be purchased or committed, but ads will be placed in best position to accommodate requests.

## Classified Rates

See separate classified rate schedule.

## Circulation

COASTAL OBSERVER was established July 1, 1982 and covers the communities of Pawleys Island, Litchfield, Murrells Inlet and vicinity.

**Circulation:** Current figures are available upon request.

Cost: \$1.50 single copy.

**Subscriptions:** \$70 a year. Delivered by US mail.