

2020 PUBLICATIONS, INC.

Publishers of

THE LAKE MURRAY NEWS • THE NEW IRMO NEWS
THE NORTHEAST NEWS • CAYCE-WEST COLUMBIA NEWS

P.O. Box 175 Irmo, SC 29063 Phone (803) 772-7506 Fax (803) 772-7795

DISPLAY ADVERTISING RATES

SIZE	Open Rate	13 week	26 week	1 year
Per inch	\$ 9.80	\$ 9.20	\$ 8.20	\$ 7.20

WEEKLY RATES FOR STANDARD SIZES:

2" (1x2)	\$ 19.60	\$ 18.40	\$ 16.40	\$ 14.40
3" (1x3)	\$ 29.40	\$ 27.60	\$ 24.60	\$ 21.60
4" (2x2 or 1x4)	\$ 39.20	\$ 36.80	\$ 32.80	\$ 28.80
6" (2x3 or 3x2)	\$ 58.80	\$ 55.20	\$ 49.20	\$ 43.20
8" (2x4)	\$ 78.40	\$ 73.60	\$ 65.60	\$ 57.60
10" (1/8 page)*	\$ 98.00	\$ 92.00	\$ 82.00	\$ 72.00
22.5" (1/4 page)*	\$ 220.05	\$ 207.00	\$ 184.50	\$ 162.00
30" (1/3 page)*	\$ 294.00	\$ 276.00	\$ 246.00	\$ 216.00
45" (1/2 page)*	\$ 441.00	\$ 414.00	\$ 369.00	\$ 324.00
60" (2/3 page)*	\$ 588.00	\$ 552.00	\$ 492.00	\$ 432.00
90" (Full page)*	\$ 882.00	\$ 828.00	\$ 738.00	\$ 648.00

•Spot Color: \$ 95.00 per color •Insertion of Pre-prints: \$55.00 PER M (Minimum 3M) •Classifieds \$.99 per 30-character line

- Published: 37,000 on Thursdays, except special editions and double issues.
- Coverage: 29033, 29169, 29170, 29171, 29172, 29206, 29223, 29229, 29045, 29016, 29204, 29210, 29212, 29063, 29045, 29072, 29036, 29075, 29127, 29108, 29138, 29006, 29070, 29054
- Distribution: Paid subscription and rack sales, carrier-delivered complimentary copies to waiting rooms/lobbies, and direct mail to businesses
- Mechanical: Printed page image size 10.25" width x 15" height. Six column format, each column 9.5 picas with 1 pica gutter.
- Commissions: 15% if placed by recognized agencies providing camera ready copy paid within 30 days.
- Effective: This rate card effective January 1, 1999. Subject to change without notice.

Publisher's notes: Page sizes are approximate and may vary slightly. Sizes are based on 6 column x 15" full page. Publisher reserves the right to adjust page sizes and ad sizes accordingly. Payment for all advertising is payable upon publication and due within ten days of billing. Display advertising placed on a weekly, bi-weekly, or monthly basis for a specified term is automatically renewed at the end of that term unless otherwise indicated in writing by the advertiser.

For Additional Information, call: Jacqueline @ 803-234-0299

Delivery Address: 7595 St. Andrews Road, Irmo, SC 29063

Mailing Address: 2020 Publications, P.O. Box 175, Irmo, SC 29063

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-serving the businesses & residents in

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