#### YOUR TRUSTED LEADER IN COMMUNITY NEWS.



2021-2022 MEDIA KIT

















HORRY NEWS

www.myhorrynews.com

NEWS



#### Who We Are

For over 40 years we have lived, worked, and served the communities we repre sent. We are focused on meeting the needs of the communities we serve. We faithfully report

on sports and the achievements of our youth. We support efforts to improve our communities. We spotlight the achievements of people doing remarkable, and unremarkable things. My Horry News, along with our numerous local newspapers, are dedicated to providing quality local content for our readers through exceptional journalism and community involvement. It is our belief that through reporting credible, accurate and objective information, our community of readers can stay accurately informed. Our locally owned and operated media group is unique and different in that while other news media groups are being bought out by national news organizations, My Horry News remains a constant beacon in our local communities that we serve. We believe that that our advertisers are a great representation of all the growth in Horry County and that we are only successful, when they are successful. We find it as part of our duty to bring awareness to these businesses, events, and organizations that make this community what it is.

We are your TRUSTED LEADER in COMMUNITY NEWS and we are here for you.



Since 1980 Waccamaw Publishers has led the way in providing relevant and up-to-date community news throughout Horry County. Family owned and operated, My Horry News and the Waccamaw Pulishers family is here to stay. It is our mission to help local businesses get seen by our readers and our 8 publications give you wide selection of opportunities to get in front of your target audience. Our experienced team works with businesses like yours to create advertising strategies that help your business grow. Whether it's print, digital, social, or video, we are here to help you design and implement a plan that works for your business. Speak with one of our advertising consultants about special pricing and packages to expand your reach at the best price.



THE HORRY INDEPENDENT

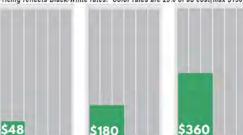


**WEEKLY CIRCULATION: 6,000 DELIVERED COUNTY WIDE!** 

DISTRIBUTED **COUNTY WIDE EVERY THURSDAY** BY MAIL & RACKS DEADLINE: SPACE RESERVATION WEDNESDAY, NOON PRIOR TO PUBLICATION DEADLINE: AD COPY SUBMISSION THURSDAY, NOON

PRIOR TO PUBLICATION

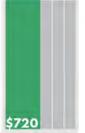
Single Run Rates Open Rate- \$12/pci
Pricing reflects Black/White rates. Color rates are 25% of ad cost(max \$150)



**Business Card** 3.46"w X 2"d 2 col.

**Eighth Page** 5.25"w X 5"d

Quarter Page 5.25"w X 10"d 3 col.



Half Page

Vertical

5.25"w X 20"d 3 col.

Half Page Horizontal 10.62"w X 10"d 6 col.





**Full Page** 10.62"w X 20"d 6 col.

42 A G E

HOUSEHOLDS FAMILY / NON -FAMILY 65%

AVERAGE INCOME PER HOUSEHOLD

AUDIENCE

COUNTY

AVERAGE HOUSEHOLD SIZE

ਤੋਂ 40% High School 34% Some College 23% Bach+Degree

#### Weekly Advertising Packages RATES ARE PER ONE-TIME INSERTION.

TATES ARE FER ONE-TIME INSERTION.	ANNUAL	6 MONTH	3 MONTH	
FULL PAGE PRINT: 10.62" X 20" DIGITAL: 300 X 600	\$940	\$1,085	\$1,190	COLOR
INCLUDES:  • FULL PAGE PRINT & DIGITAL EDITION  • 2,500 DIGITAL IMPRESSIONS	\$790	\$935	\$1.040	B/W
HALF PAGE  HORIZONIAL-10.62" X 10" VERTICAL -5.25" X 20"  DIGITAL: 300X600	\$530	\$600	\$655	COLOR
INCLUDES:  * HALF PAGE PRINT & DIGITAL EDITION *2,500 DIGITAL IMPRESSIONS	\$430	\$500	\$555	B/W
QUARTER PAGE PRINT: 5.25" X 10" DIGITAL: 300X250	\$315	\$350	\$380	COLOR
INCLUDES:  1/4 PAGE PRINT & DIGITAL EDITION 2,500 DIGITAL IMPRESSIONS	\$240	\$275	\$305	B/W
EIGHTH PAGE  PRINT: 5.25" X 5" DIGITAL: 300X250	\$140	\$158	\$171	COLOR
INCLUDES:  1/8 PAGE PRINT & DIGITAL EDITION 2,500 DIGITAL IMPRESSIONS	\$85	\$85	\$90	B/W

#### ADVERTORIAL/SPONSORED CONTENT PRINT AND/OR DIGITAL / STARTING AT \$300

#### SPONSORED EMAIL BLAST PROMOTING YOUR BUSINESS TO OUR EMAIL SUBBSCIBERS STARTING AT \$350/CAMPAIGN

DIGITAL IMPRESSIONS

PRICE IS COST PER 1,000 IMPRESSIONS STARTING AT \$6/CPM

**FACEBOOK BOOST** STARTING AT \$200







NO

d







WEEKLY GENERAL CIRCULATION: 4.500+ DELIVERED TO MYRTLE BEACH.



#### New Tabloid Size & Full Color!

#### Single Run Rates

DISTRIBUTED EVERY FRIDAY

DEADLINE:

SPACE RESERVATION FRIDAY, NOON

DEADLINE:

AD COPY SUBMISSION MONDAY, 5 P.M.



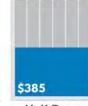
Eighth Page 4.95"w X 3"d 3 col.



Quarter Page 4.95"w X 6.25"d 3 col.



Half Page Vertical 4.95"w X 12.75"d 3 col.



Half Page Horizontal 10"w X 6.25"d 6 col.



Full Page 10" w X 12.75"w 6 col.

MARKET COMMON, SOCASTEE, SURFSIDE, GARDEN CITY AND MURRELLS INLET AREA

HOUSEHOLDS FAMILY / NON - FAMILY 46%

\$63,720 AVERAGE INCOME

AVERAGE HOUSEHOLD SIZE

AUDIENCI

BEACH

MYRTI

중 38% High School 통 33% Some Colleg 33% Some College ≅ 12% Bach+Degree

DIGITAL READERS IN THE AREA

#### Weekly Advertising Packages

RATES ARE PER ONE-TIME INSERTION. PRICING ALSO INCLUDES FULL COLOR, DESIGN, & DIGITAL BACKLINKS EDITION. ANNUAL 6 MONTH J MONTH **FULL PAGE** PRINT: 10" X 12.75" DIGITAL: 300X600 \$570 \$620 \$670 • FULL PAGE PRINT & DIGITAL EDITION . 2,500 DIGITAL IMPRESSIONS HALF PAGE HORIZONTAL-10" X 6.25" VERTICAL-4.95" X 12.75" DIGITAL: 300X600 \$365 \$395 \$425 INCLUDES: · HALF PAGE PRINT & DIGITAL EDITION . 2,500 DIGITAL IMPRESSIONS QUARTER PAGE PRINT: 4.95" X 6.25" DIGITAL: 300X250 \$270 \$235 \$255 INCLUDES: • 1/4 PAGE PRINT & DIGITAL EDITION . 2,500 DIGITAL IMPRESSIONS EIGHTH PAGE PRINT: 4.95" X 3" DIGITAL: 300X250 \$155 \$165 \$175 1/8 PAGE PRINT & DIGITAL EDITION

#### ADVERTORIAL/SPONSORED CONTENT

PRINT AND/OR DIGITAL / STARTING AT \$300

SPONSORED EMAIL BLAST PROMOTING YOUR BUSINESS TO OUR EMAIL SUBBSCIBERS STARTING AT \$350/CAMPAIGN

ZO STARTING AT \$6/CPM

DIGITAL IMPRESSIONS PRICE IS COST PER 1.000 IMPRESSIONS

90 **FACEBOOK BOOST** STARTING AT \$200



. 2,500 DIGITAL IMPRESSIONS



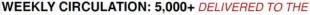












CAROLINA FOREST AREA Weekly Advertising Packages



39 AVERAGE

HOUSEHOLDS FAMILY / NON -FAMILY 69%

\$71,700 **AVERAGE INCOME** 

AUDIENCE

FOREST

CAROLINA

**AVERAGE** HOUSEHOLD SIZE

₹ 31% High School 37% Some College ≦ 10% Bach+Degree

92,500 DIGITAL READERS IN THE AREA

ES ARE PER ONE-TIME INSERTION.	ANNUAL	6 MONTH	3 MONTH
FULL PAGE PRINT: 10.62" X 20" DIGITAL: 300X600	\$940	\$1,085	\$1,190
INCLUDES: • FULL PAGE PRINT & DIGITAL EDITION • 2,500 DIGITAL IMPRESSIONS	\$790	\$935	\$1,040
HALF PAGE HORIZONTAL-10.62* X 10* VERTICAL-5.25* X 20* DIGITAL: 300X600	\$530	\$600	\$655
INCLUDES: • HALF PAGE PRINT & DIGITAL EDITION • 2,500 DIGITAL IMPRESSIONS	\$430	\$500	\$555
QUARTER PAGE PRINT: 5.25" X 10" DIGITAL: 300X250	\$315	\$350	\$380
INCLUDES: • 1/4 PAGE PRINT & DIGITAL EDITION • 2,500 DIGITAL IMPRESSIONS	\$240	\$275	\$305
EIGHTH PAGE PRINT: 5.25" X 5" DIGITAL: 300X250	\$140	\$158	\$171
INCLUDES:  • 1/8 PAGE PRINT & DIGITAL EDITION  • 2,500 DIGITAL IMPRESSIONS	\$85	\$85	\$90

DISTRIBUTED EVERY THURSDAY BY MAIL & RACKS Conway 501 701 DEADLINE: To SPACE RESERVATION FRIDAY, NOON Garden City

3.46"w X 2"d

\$48

**Business Card** 

DEADLINE: AD COPY SUBMISSION MONDAY, NOON PRIOR TO PUBLICATION

\$720 \$720

Half Page Vertical 5.25"w X 20"d 3 col.

Half Page Horizontal 10.62"w X 10"d 6 col. \$1,440

\$360

Quarter Page

5.25"w X 10"d 3 col.

Single Run Rates

Open Rate- \$12/pci
Pricing reflects Black/White rates. Color rates are 25% of ad cost(max \$150)

\$180

**Eighth Page** 

5.25"w X 5"d 3 col.

Full Page 10.62"w X 20"d 6 col.

ADVERTORIAL/SPONSORED CONTENT PRINT AND/OR DIGITAL / STARTING AT \$300

SPONSORED EMAIL BLAST PROMOTING YOUR BUSINESS TO OUR EMAIL SUBBSCIBERS STARTING AT \$350/CAMPAIGN

DIGITAL IMPRESSIONS PRICE IS COST PER 1,000 IMPRESSIONS STARTING AT \$6/CPM

**FACEBOOK BOOST** STARTING AT \$200





NO

9

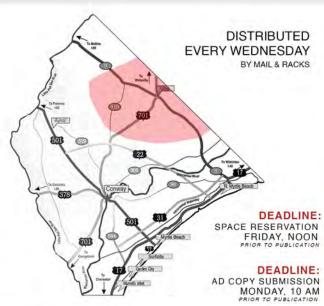








WEEKLY CIRCULATION: 2,000+ DELIVERED TO LORIS. GREEN SEA AND NICHOLS AREA



6 MONTH

HINOM E

#### Open Rate-\$11/pci Pricing reflects Black/White rates. Color rates are 25% of ad cost(max \$150) \$270 \$34 \$135 **Business Card** Eighth Page Quarter Page



3.46"w X 2"d

\$540

5.25"w X 5"d



5.25"w X 10"d

Single Run Rates

Half Page Vertical 5.25"w X 20"d

Half Page Horizontal 10.62"w X 10"d

ADVERTORIAL/SPONSORED CONTENT PRINT AND/OR DIGITAL / STARTING AT \$300

Full Page 10.62"w X 20"d

#### **FULL PAGE**

DIGITAL IMPRESSIONS

PRICE IS COST PER 1,000 IMPRESSIONS STARTING AT \$6/CPM

**FACEBOOK BOOST** 

SPONSORED EMAIL BLAST PROMOTING YOUR BUSINESS TO OUR EMAIL SUBBSCIBERS STARTING AT \$350/CAMPAIGN

STARTING AT \$200

#### NO

ADD



5 AVERAGE

HOUSEHOLDS FAMILY / NON -FAMILY 56% 44%

\$43,999 **AVERAGE INCOME** PER HOUSEHOLD

AVERAGE HOUSEHOLD SIZE

AUDIENC

8

53% High School 24% Some College 14% Bach+Degree

#### **Weekly Advertising Packages** ANNUAL

\$940 \$1,085 \$1,190 PRINT: 10.62" X 20" DIGITAL: 300X600 FULL PAGE PRINT & DIGITAL EDITION \$790 \$1,040 . 2,500 DIGITAL IMPRESSIONS HALF PAGE \$530 \$600 \$655 HORIZONTAL-10.62" X 10" VERTICAL 5.25" X 20" DIGITAL: 300X600 INCLUDES: \$430 \$500 \$555 HALF PAGE PRINT & DIGITAL EDITION . 2,500 DIGITAL IMPRESSIONS QUARTER PAGE \$315 \$350 \$380 PRINT: 5.25" X 10" DIGITAL: 300X250 INCLUDES: \$305 1/4 PAGE PRINT & DIGITAL EDITION \$240 \$275 . 2,500 DIGITAL IMPRESSIONS \$158 \$171 EIGHTH PAGE \$140 PRINT: 5.25" X 5" DIGITAL: 300X250 INCLUDES: \$85 \$90 • 1/8 PAGE PRINT & DIGITAL EDITION . 2,500 DIGITAL IMPRESSIONS









## HORRY COUNTY

COMBINED CIRCULATION TOTAL: 66,000

The Business Journal is printed weekly and inserted into the Horry Independent, the Myrtle Beach Herald, the Carolina Forest Chronicle and the Loris Scene. It is a widely read publication, by the business community of Horry County. This publication is a great way for businesses to get their story or message to the masses through advertorial content and articles written about your business. Business Spotlight is a great consistent way to get your business the marketing coverage it needs, especially if it is a new business in the area.

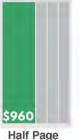
#### HORRY COUNTY AUDIENCE

52% 🙀 🛉 48%	45 A G E
\$63,660 AVERAGE INCOME PER HOUSEHOLD	HOUSEHOLDS FAMILY / NON - FAMILY 59% 41%
40% High School 34% Some College 23% Bach+Degree	AVERAGE HOUSEHOLD SIZE

RATES ARE PER ONE-TIME INSERTION.	52X	26X	13X	4X
FULL PAGE PRINT: 10.62" X 20" DIGITAL: 300X600	\$1,540	\$1,660	\$1,780	\$2,020
INCLUDES: FULL PAGE PRINT & DIGITAL EDITION 10,000 IMPRESSIONS	\$1,390	\$1,510	\$1,630	S1 870 🖁
HALF PAGE HORIZONTAL-10.62" X 10" VERTICAL -5.25" X 20" DIGITAL: 300X600	\$830	\$890	\$950	\$1,080
INCLUDES:  * HALF PAGE PRINT & DIGITAL EDITION *10,000 IMPRESSIONS	\$730	\$790	\$850	\$980
QUARTER PAGE HORIZONTAL 10.62" X 5" VERTICAL - 5.25" X 10" DIGITAL: 300X250	\$475	\$505	\$510	\$605
INCLUDES: • 1/4 PAGE PRINT & DIGITAL EDITION • 10.000 IMPRESSIONS	\$400	\$430	\$460	\$530 🔻
EIGHTH PAGE PRINT: 5.25° X 5° DIGITAL: 300X250	\$275	\$290	\$305	\$345
INCLUDES:  1/8 PAGE PRINT & DIGITAL EDITION  10,000 IMPRESSIONS	\$225	\$240	\$255	\$295
DOUBLE BUSINESS CARD PRINT: 3.46° X 7° DIGITAL 300X250	\$198	\$206	\$214	\$240
INCLUDES: DOUBLE B/C PRINT & DIGITAL EDITION 10,000 IMPRESSIONS	\$148	\$156	\$164	\$190 %
		E = 1 E = 11		

# Weekly Advertising Packages





Vertical

5.25"w X 20"d 3 col.

Half Page Horizontal 10.62"w X 10"d 6 col.

\$960



10.62"w X 20"d

6 col.

#### Please Provide Tabloid Size in Addition to Above Sizes

Full Page		6 col.	(10°) x 12.75°
Half Page	Horizontal	6 col.	(10") x 6.75"
	Vertical	3 col.	(4.95) x 12.75"
Quarter Page	Standard	3.001.	(4.95) x 6.25"
Eighth Page	Standard	3 col.	(4.95) x 5
Double Bus. Card	Standard	2 col.	(3.46") x 2"

#### ADVERTORIAL/SPONSORED CONTENT PRINT AND/OR DIGITAL / STARTING AT \$300

SPONSORED EMAIL BLAST PROMOTING YOUR BUSINESS TO OUR EMAIL SUBBSCIBERS STARTING AT \$350/CAMPAIGN

DIGITAL IMPRESSIONS PRICE IS COST PER 1,000 IMPRESSIONS STARTING AT \$6/CPM

**FACEBOOK BOOST** STARTING AT \$200

#### DEADLINE:

AD COPY SUBMISSION THURSDAY, NOON PRIOR TO PUBLICATION

23K

**60K** 



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DEADLINE:

SPACE RESERVATION

250K

WEDNESDAY, NOON

PRIOR TO PUBLICATION

### BUSINESS JOURNAL



#### Your 13-Week Advertising Special Includes a story in the Business Journal!

Your story will be read by readers in Myrtle Beach, Market Common, Socastee, Surfside Beach, Murrells Inlet, North Myrtle Beach, Garden City, Conway, Aynor, Loris & Galivants Ferry!

#### YOU CHOOSE WHERE YOUR B/W ADS APPEAR:

- · Horry Independent
- Myrtle Beach Herald
- · Carolina Forest Chronicle
- · Loris Scene
- News & Shopper

#### **BUSINESS SPOTLIGHT**

Starting a business is hard, we get it. So many moving pieces and not enough hours in the day to do it all. That's why we've created the Business Journal "Spotlight" program. With rates to fit any advertising budget, our team can help place your business in front of an audience of over 350,000 readers/viewers who need your services.

PLATINUM PACKAGE \$335/WEEK

GOLD

PACKAGE

\$250/WEEK

- 1/2 PAGE BUSINESS JOURNAL AD
- 400 WORD FEATURED ARTICLE
- . 1/4 PAGE AD (12 WEEKS)
- SPONSORED STORY ON MYHORRYNEWS.COM
- FACEBOOK BOOST (28K FOLLOWERS)
- . EMAIL BLAST (14.5K SUBSCRIBERS)
- 13 WEEKS OF BANNER ADS 300X600 (35K IMPRESSIONS/MONTH)
- 1/3 PAGE BUSINESS JOURNAL AD
- 300 WORD FEATURED ARTICLE
- . 1/4 PAGE AD (12 WEEKS)
- SPONSORED STORY ON MYHORRYNEWS.COM
- . FACEBOOK BOOST (28K FOLLOWERS)
- 13 WEEKS OF BANNER ADS 300X250 (20K IMPRESSIONS/MONTH)

SILVER PACKAGE \$125/WEEK

- 1/4 PAGE BUSINESS JOURNAL AD
- 200 WORD FEATURED ARTICLE
- . 1/8 PAGE AD (12 WEEKS)
- SPONSORED STORY ON MYHORRYNEWS.COM
- 13 WEEKS OF BANNER ADS 728X90 • 320X50 (15K IMPRESSIONS/MONTH)

#### 13 WEEK CAMPAIGNS

TO HELP YOU SUCCEED

The key to a strong advertising strategy is consistency. You have a valuable product or service, but you need to be found. That's why our "Spotlight" is designed to place your business in front of your target audience for 13 weeks. In addition, your business will receive a featured article in our Business Journal. These two elements paired together give you the tools you need to drive traffic to your business and highlight the value your business provides to our community.

#### BUSINESS SPOTLIGHT FEATURES

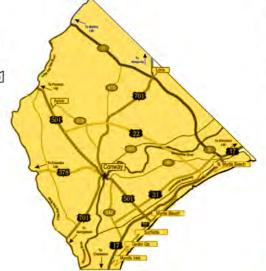
- 13 WEEKS OF PRINT ADS IN THE PUBLICATION OF YOUR CHOICE
- 13 WEEKS OF BANNER/DIGITAL ADS ON MYHORRYNEWS.COM
- ARTICLE IN BUSINESS JOURNAL
- SPONSORED STORY ON MYHORRY-NEWS.COM
- FACEBOOK BOOST

## THE HORRY COUNTY NEWS &

FREE WEEKLY NEWSPAPER WITH CIRCULATION OF 30,000+

DELIVERED TO ALL AREAS OF HORRY COUNTY







A G E

HOUSEHOLDS **FAMILY / NON -FAMILY** 35%

\$61,025 AVERAGE INCOME PER HOUSEHOLD

COUNTY AUDIENCE

HORRY

AVERAGE HOUSEHOLD SIZE

40% High School 34% Some College 23% Bach+Degree

	4X	13X	26X	52X
Full Page	\$930	\$880	\$830	\$730
6 columns - 9.75"x 10"	\$780	\$730	\$680	\$580
Half Page	\$490	\$470	\$440	\$390
6 columns - 9.75" x 5" 3 columns- 4.95" x 10"	\$390	\$370	\$340	\$290
Quarter Page	\$240	\$230	\$220	\$200
3 columns- 4.8" x 5"	\$190	\$180	\$170	\$150
Eighth Page	\$115	\$115	\$110	\$100
3 columns - 4.8" x 2.5"	\$90	\$90	\$85	\$70
Business Card	\$65	\$60	\$55	\$50
3 columns - 2" x 2"	\$40	\$35	\$30	\$25

COVER AND BACK COVER PLACEMENT AVAILABLE **ASK FOR ADDITIONAL RATES!** 

#### DEADLINE:

SPACE RESERVATION WEDNESDAY, NOON PRIOR TO PUBLICATION

#### DISTRIBUTED **EVERY MONDAY**

BY MAIL & RACKS

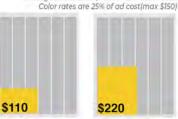
Open Rate-\$11/pci

#### **DEADLINE:**

AD COPY SUBMISSION THURSDAY, NOON PRIOR TO PUBLICATION

#### Single Run Rates





Pricing reflects Black/White ane-time rates.

**Business Card** 2"w X 2"d 2 col.

Eighth Page 4.8"w X 2.5"d 3 col.

Quarter Page 4.8'W X 5'd 3 col.



Half Page Vertical 4.95"w X 10"d 3 col.



Half Page Horizontal 9.75 W X 5"d 6 col.



Full Page 9.75"w X 10"d 6 col.

#### ADVERTORIAL/SPONSORED CONTENT

PRINT AND/OR DIGITAL / STARTING AT \$300

#### SPONSORED EMAIL BLAST

PROMOTING YOUR BUSINESS TO OUR EMAIL SUBBSCIBERS STARTING AT \$350/CAMPAIGN

#### DIGITAL IMPRESSIONS

PRICE IS COST PER 1,000 IMPRESSIONS STARTING AT \$6/CPM

**FACEBOOK BOOST** 

STARTING AT \$200



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2



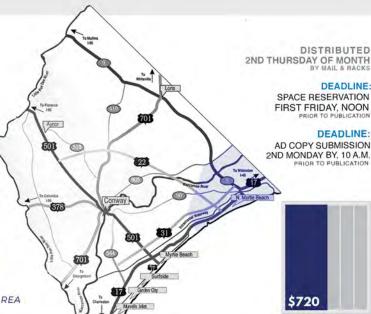








MONTHLY NEWSPAPER WITH CIRCULATION OF 10.000+ DELIVERED TO NORTH MYRTLE BEACH, LITTLE RIVER & BAREFOOT LANDING AREA



#### **Single Run Rates**

\$180





Quarter Page 4.95"w X 6.25"d 3 col.



DISTRIBUTED

DEADLINE:

DEADLINE:

PRIOR TO PUBLICATION

Half Page Vertical 4.95"w X 12.75"d 3 col. 6 col.



Half Page Horizontal 10"w X 6.25"d



Full Page 10" w X 12.75"w 6 col.

HOUSEHOLDS FAMILY / NON -FAMILY 59%

AUDIENCE

BEACH

ш

MYRTL

NORTH

\$79,667 AVERAGE INCOME

AVERAGE HOUSEHOLD SIZE

ਰ 30% High School ਤੋਂ 33% Some College ਜ਼ੂ 12% Bach+Degree

65.000 DIGITAL READERS

#### ADVERTISING PACKAGES

Pricing includes full color & Digital Backlinks Edition

Then's includes fair color a Digital Dacklinks Edition	ANNUAL	6 MONTH	3 WONIH
FULL PAGE  PRINT: 10" X 12.75" DIGITAL: 300X600  INCLUDES: FULL PAGE PRINT & DIGTAL EDITION 10,000 IMPRESSIONS	\$774	\$857	\$938
HALF PAGE PRINT: (HOR) 10" X 6.25" (VER)4.95" X 12.75" DIGITAL: 300X600 INCLUDES: • 1/2 PAGE PRINT & DIGITAL EDITION • 10,000 IMPRESSIONS	\$450	\$501	\$549
QUARTER PAGE  PRINT: 4.95" X 6.25" DIGITAL: 300X250  INCLUDES: 1/4 PAGE PRINT & DIGITAL EDITION 10,000 IMPRESSIONS	\$270	\$303	\$333
EIGHTH PAGE  PRINT: 4.95" x 3" DIGITAL: 300X250  INCLUDES: 118 PRINT EDITION & DIGITAL EDITION 10,000 IMPRESSIONS	\$210	\$237	\$261

AMMITAE

#### ADVERTORIAL/SPONSORED CONTENT

PRINT AND/OR DIGITAL / STARTING AT \$300

#### SPONSORED EMAIL BLAST

PROMOTING YOUR BUSINESS TO OUR EMAIL SUBBSCIBERS STARTING AT \$350/CAMPAIGN

**DIGITAL IMPRESSIONS** NO

PRICE IS COST PER 1.000 IMPRESSIONS STARTING AT \$6/CPM

**FACEBOOK BOOST** STARTING AT \$200











ADD





SECTIONS

## THE PAPER FOR VISITORS

MONTHLY PUBLICATION WITH CIRCULATION OF 1.5 MILLION ANNUAL DISTRIBUTION

### THE NEWSPAPER FOR VISITORS

- · The area's only tourism-based newspaper.
- 1.2 million readership annually distributed in 12 monthly editions.
- Up to date information on the best events and details on where to find the best golf, beaches, and more.
- 450k digital editions distributed monthly with backlinks to drive traffic to your website.
- Out of market targeting to promote tourism to the Myrtle Beach area.
- Our reach spans active young visitors, families, baby boomers, retirees, snowbirds, and even locals.
- Features shopping, dining, entertainment and recreation opportunities

DISTRIBUTED 2ND THURSDAY OF MONTH

BY MAIL & RACKS



#### EXPAND YOUR AUDIENCE BY 5X

VISIT! will help you reach thousands of potential customers before they make their vacation decision. Through our print and digital distribution, you have access to an audience of over 2 million!



27K DIGITAL READERS



1.5M
ISSUES DISTRIBUTED ANNUALLY



350
HOTELS, VACATION RENTALS,

#### DEADLINE:

SPACE RESERVATION FIRST FRIDAY, NOON PRIOR TO PUBLICATION

#### DEADLINE:

AD COPY SUBMISSION SECOND MONDAY, 10 A.M.

Annual

Appear in all 12

monthly editions

#### Peak Season\*

6 editions from April to September

#### Shoulder Season\*

**2021 RATES** 

6 editions from October to March

PRICES SHOWN ARE MONTHLY INSERTION RATES			
Full Page 6 columns - 10" x 10.5" ADDED VALUE: 15,000 DIGITAL IMPRESSIONS	\$1,038	\$1,350	\$935
Half Page 6 columns - 10" x 5.125" 3 columns - 4.95" x 10.5" ADDED VALUE: 15.000 DIGITAL IMPRESSIONS	\$900	\$1,170	\$810
Third Page 4 columns - 6.6" x 5.125" 2 columns - 3.25" x 10.5" ADDED VALUE: 10,000 DIGITAL IMPRESSIONS	\$710	\$920	\$640
Quarter Page 3 columns - 4.95" x 5.125" ADDED VALUE: 10.000 DIGITAL IMPRESSIONS	\$625	\$815	\$560
Eighth Page 3 columns - 4.95" x 2.5" ADDED VALUE: 5.000 DIGITAL IMPRESSIONS	\$400	\$520	\$360
Super Saver 3 columns - 3.25" x 2.5" ADDED VALUE: 5,000 DIGITAL IMPRESSIONS	\$200	\$260	\$180

### TARGET OUT-OF-MARKET VISITORS THROUGH ONLINE IMPRESSIONS.

Search Engine Marketing: Starting at \$500/month you can reach an out-of-market audience of 70k+ impressions(\$7/cpm)

Our team will design and implement an out of marketing strategy in the states of your choosing.



#### ADVERTORIAL / SPONSORED CONTENT PRINT AND/OR DIGITAL / STARTING AT \$300

PRINT AND/OR DIGITAL / STARTING AT \$300

#### SPONSORED EMAIL BLAST

PROMOTING YOUR BUSINESS TO OUR EMAIL SUBSCRIBERS STARTING AT \$350/CAMPAIGN

#### DIGITAL IMPRESSIONS

PRICE IS COST PER 1,000 IMPRESSIONS STARTING AT \$6/CPM

#### FACEBOOK BOOST

STARTING AT \$200

## **HORRY COUNTY**

Target your Health & Wellness customers/clients/ patients in this monthly publication that is dedicated to healthy living content! Health and Wellness is a special section that publishes in our local papers the third week of each month. This special section includes advertorial space as well as regular advertising opportunities.



#### RATES:

Full Page	\$1,320
Broadsheet Size: 10.62" wide x 20" depth Tabloid size: 10" wide x 12.75" depth	
Half Page	<sup>5</sup> 660
Broadsheet Size: 10.62" wide x 10" depth Tabloid size: 10" wide x 6.25" depth	
Quarter Page	\$330
Broadsheet Size: 5.25" wide x 10" depth Tabloid size: 4.95" wide x 6.25" depth	
Eighth Page	<sup>\$</sup> 165
Broadsheet Size: 5.25" wide x 5" depth Tabloid size: 4.95" wide x 3" depth	
Advertorial	\$240
3.46" wide x 8" depth	

#### TAKE YOUR CAMPAIGN DIGITAL

SPONSORED EMAIL BLAST

PROMOTING YOUR BUSINESS TO OUR EMAIL SUBBSCIBERS STARTING AT \$350/CAMPAIGN

DIGITAL IMPRESSIONS

PRICE IS COST PER 1,000 IMPRESSIONS STARTING AT \$6/CPM

**FACEBOOK BOOST** STARTING AT \$200

**MONTHLY CIRCULATION: 17,500+** 

INSERTED INTO THE MYRTLE BEACH HERALD, HORRY INDEPENDENT, CAROLINA FOREST CHRONICLE AND LORIS SCENE

























## Special Publications CALENDAR

### フロフト











Herald Reader's Choice Deadline: Feb. 10 Publish date: Feb. 19

Health & Wellness Deadline: Feb., 12 Publish date: Feb. 17



03

Horry Independent Reader's Choice Deadline: Feb., 24 Publish date: Mar. 4

Spring Sports Senior Salute Deadline: Mar. 3 Publish date: Mar. 9

Health & Wellness Deadline: Mar. 12 Publish date: Mar. 17







04

Spring Home & Garden Deadline: Mar. 31 Publish date: Apr. 6

Health & Wellness Deadline: Apr. 9 Publish date: Apr. 14

Carolina Forest Chronicle Reader's Choice Deadline: Apr. 14 Publish date: Apr. 23



Blue Crab Festival Deadline: May 5 Publish date: May 12

Health & Wellness Deadline: May 14 Publish date: May 19

Graduation Deadline: May 19 Publish date: May 26



Summer Living Deadline: June 2 Publish date: June 8

North MB Guide Deadline: June 4 Publish date: June 28

Health & Wellness Deadline: June 11 Publish date: June 16 ш

Conway Riverfest Deadline: June 21 Publish date: June 24







Health & Wellness Deadline: July 16 Publish date: July 21

AUGUST

MAY

Deadline: Aug. 4 Publish date: Aug. 11 Health & Wellness Deadline: Aug. 13 Publish date: Aug. 18

Fall Sports Senior Salute

Little River Guide Deadline: Aug. 2 Publish date: Sept. 3

Progress Deadline: Sept. 1 Publish date: Sept. 8

Fall Home Improvement Deadline: Sept. 8 Publish date: Sept. 14 Aynor Hoe-Down Deadline: Sept. 8

Publish date: Sept. 15 Health & Wellness

Deadline: Sept. 10 Publish date: Sept. 15

Health & Wellness Deadline: Dec. 10 Publish date: Dec. 15







LR Shrimpfest Deadline: Sept. 29 Publish date: Oct. 6

Loris Bog-Off Deadline: Oct. 6 Publish date: Oct. 12

Health & Wellness Deadline: Oct. 15 Publish date: Oct. 20



Holiday Gift Guide Deadline: Nov. 10 Publish date: Nov. 16 Health & Wellness Deadline: Nov. 12 Publish date: Nov. 17





EPTEMBER

S





250K MONTHLY VISITS

60K NEWSPAPER CIRCULATION

450K MONTHLY PAGE VIEWS

@

23K MONTHLY EMAIL SUBSCRIBERS

Our website, myhorrynews.com is a highly trafficked news website providing our community with the most up-to-date community news. With an average of 490,00 page views per month, our website provides an excellent opportunity for you to connect with your target audience.

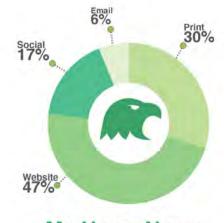
#### **Targeting Options**

Zeroing in on your key demographics is easy!

Our team has the ability to narrow down your demographic by zip code radius (5, 10, 20 miles surrounding your desired target).

#### **User Locations** by the Numbers

by the Hallibers	
Conway	107K
Carolina Forest	93K
Socastee	89K
Myrtle Beach	85K
North Myrtle Beach	65K
Murrells Inlet	33K
OUT OF MARKET USERS	
South Carolina	193K
North Carolina	355K
Georgia	117K
Virginia	53K
New York	45K
Pennsylvania	40K
Florida	39K
Tennesse	32K



My Horry News Print & Digital Audience



## 46%

ADD ON+

ADVERTORIAL/SPONSORED CONTENT PRINT AND/OR DIGITAL / STARTING AT \$300

3 33K FACEOOK FOLLOWERS

42 yrs

54% Sessions

SPONSORED EMAIL BLAST

PROMOTING YOUR BUSINESS TO OUR EMAIL SUBBSCIBERS STARTING AT \$350/CAMPAIGN

GROWTH IN 2020 7.2K
TWITTER
FOLLOWERS 46% Page Views 0 2.6K INSTAGRAM FOLLOWERS ECORD

C

DIGITAL IMPRESSIONS

49%

PRICE IS COST PER 1,000 IMPRESSIONS STARTING AT \$6/CPM

**FACEBOOK BOOST** STARTING AT \$200

LEADERBOARD 728x90 (desktop), 320x50 (mobile)	\$6-\$8/CPM cost per 1,000
MEDIUM 300x250 (desktop/mobile)	\$8-\$10/CPM cost per 1,000
HALF PAGE 300x600 (desktop/tablet)	\$12-\$14/CPM cost per 1,000
DROPDOWN	\$14-\$16/CPM
VIDEO	\$14-\$16/CPM cost per 1,000
INTERSTITIAL 600x600 (web only)	\$14-\$16/CPM cost per 1,000
	728x90 (desktop), 320x50 (mobile)  MEDIUM 300x250 (desktop/mobile)  HALF PAGE 300x600 (desktop/tablet)  DROPDOWN  VIDEO  INTERSTITIAL



## MY AC Business Directory



Our *Business Directory* is so easy to use that you can do it without professional help! Just log on to myhorrynews.com and claim your business for FREE. However, we will be glad to help you set up your *Business Directory* business. Discounts are also available when you buy print advertising. Give us a call today 843-488-7254.

Through our website, *myhorrynews.com* we are able to offer your business a free professional business listing. This marketplace listing creates a landing page where you can highlight services, testimonials, contact information, and other important information regarding your business.

- Supports Local Search Engine Optimization through creating backlinks to your website and providing up to date local information.
- · List Store Hours, Address, & Contact Information
- · Provide Menus, Schedules, & Events
- Provide Relevant Articles, Blogs, & Social Links
- · Coupons and Specials
- · Customer Reviews & Testimonials

**Premium Listing** 

· Videos & Photos

#### MONTHLY LISTING OPTIONS

#### \$49.95/m \$39.95/m Gain exposure for your Maximize your listing by enhancing it! exposure and SEO with tools like: Your listing will be near Business Blog the top of our sites search results (beneath Premium.) Custom Photos Content Control Create a description of your business to tell customers more about you. This is the only option that gives your listing Includes one photo of your exposure on our homepage! business or products.

**Enhanced Listing** 



#### Your brand has a story. We want to tell it.

Tell your story through MyHorryNews.com with customizable articles, images, and video to maximize your exposure. Your article headline will be featured on our news homepage alongside top stories. *Sponsored Content* and advertorials are a great way to share your knowledge about your products and services and help inform your audience about who you are and what makes you different from the competition. When partnered with digital display advertising- *Sponsored Content* builds awareness, interest, consideration, and intent, *Digital Display Advertising* drives your call to action, while leading potential customers to your website. A full Sponsored Content campaign leverages both our print & online audience to help fulfil your marketing goals for your business or brand.



#### OUR AUDIENCE

250K MONTHLY VISITS	33K FOLLOWERS
60K NEWSPAPER CIRCULATION	7.2K FOLLOWERS
490K MONTHLY PAGE VIEWS	O 2.6K FOLLOWERS
@ 23K MONTHLY EMAIL SUBSCRIBERS	42 yrs





\*Front page visibility on sponsored content for one week and/or impressions met.

ADD ON+

ADVERTORIAL/SPONSORED CONTENT PRINT AND/OR DIGITAL / STARTING AT \$300 SPONSORED EMAIL BLAST

PROMOTING YOUR BUSINESS TO OUR EMAIL SUBBSCIBERS STARTING AT \$350/CAMPAIGN DIGITAL IMPRESSIONS

PRICE IS COST PER 1,000 IMPRESSIONS STARTING AT \$6/CPM FACEBOOK BOOST STARTING AT \$200



## and Promotions

The BEST in Lead Generation Marketing

My Horry News creates custom contests and promotions tailored to your business to collect consumer marketing data, drive leads, and generate sales. Contests are an interactive way to create brand awareness for your business, increase digital growth, increase potential customer engagement and encourage new customers to shop your brand. Our team can build you a contest/promotion campaign to meet all your target marketing goals!

#### Benefits:

- Increase foot traffic to your business
- Increase website and social media growth
- Increase your email database with new opt-in leads
- Reach your target audience
- Create strong branding for your business



#### You OWN your audience!

Every contest and promotion is designed specifically for your business in order to reach your target audience and achieve your marketing goals. All contests and promotions include a variety of marketing components such as print advertising, digital advertising, social media advertising, and email marketing promoting your contest and business.

- Monthly Voting Contests
- Yearly Voting Contests
- Photo Contests
- Holiday Contests
- Reader's Choice Awards
- Giveaways & Sweepstakes
- Custom Quizzes













#### Did you know...

We also offer printing & direct mail services for your business! Let us help with your next project!

## Increase traffic to your business by adding a newspaper rack!

If you would like a newspaper rack at your place of business we would be delighted to add you to our distribution program. Please let us know which option works best for you:

#### Pick a paper(s)

- ☐ The Horry Independent
- ☐ The Myrtle Beach Herald
- ☐ The Loris Scene
- ☐ Carolina Forest Chronicle

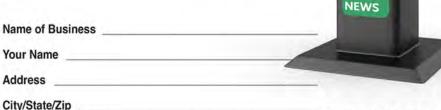
E-mail address

- ☐ News & Shopper
- ☐ North Strand News
- U VISIT!

Phone No.

#### Rack Type

- ☐ Outside Rack
- ☐ Inside Rack
- ☐ Counter Top delivery



Please return this form to your sales representative, or, mail to: Waccamaw Publishers, P.O. Box 740, Conway, SC 29528

HORRY

#### **Pre-Printed Insert Rates**

- Minimum quantity 5,000
- Zoning available only in the News & Shopper
- Paid newspapers require full run of circulation

Size	1x	2x	3x	4x
Single Sheet	\$54	\$51	\$47	\$42
4 Standard or 8 Tab	\$55	\$50	\$45	\$40
8 Standard or 16 Tab	\$60	\$55	\$50	\$48
12 Standard or 24 Tab	\$65	\$60	\$55	\$50
14 Standard or 28 Tab	\$70	\$65	\$60	\$55
16 Standard of 32 Tab	\$80	\$75	\$70	\$65

All inserts should be shipped to our distribution center: Waccamaw Publishers, Inc.

2510 Main Street, Conway, S.C. 29526

Receiving hours are 9 a.m.-5 p.m. Monday-Friday











#### **Front Page Stickers**

- High impact with terrific return on investment.
- 10,000 minimum order
- Exclusive, no other stickers can be placed on the page.
- Includes all production, printing and delivery costs.
- Sticker will be placed above the fold.
- Deadline four weeks prior to distribution date.

\$150 PER THOUSAND

#### **Full Color Flyers**

Our advertising team can help you design, print and distribute beautiful full-color flyers for your business, or, economical one-color flyers.

The miniumum order is 5,000 but steep discounts can be enjoyed by increasing the quantity of your order. We do all of the work, you reap the profits!

#### **FULL COLOR FLYERS**

	One side	Two Sides
5,000	\$620	\$670
10,000	\$940	\$990
15,000	\$1,365	\$1,500
20,000	\$1,630	\$1,730
25,000	\$1,990	\$2,100
30,000	\$2,340	\$2,640
40,000	\$3,120	\$3,400
50,000	\$3,600	\$3,900



SPECIAL OFFER: Your ad will also appear on myhorrynews.com with the same number of impressions as your print order!

## At Your Service Directory

Highlight your business across Horry County in our weekly and monthly newspapers! Get a FREE online listing to our online Business Directory at MyHorryNews.com with any contract! Let the public know how YOU can help them!

#### **Weekly Service Directory**

Reach 48,000 Readers!



#### **Weekly Service Directory**

MYRTLE BEACH HERALD FULL COLOR AD SIZE: 3"w X 2" h

3 Month Commitment \$50/Week

Annual Contract \$40/Week

#### **Monthly Service Directory**

NORTH STRAND NEWS FULL COLOR AD SIZE: 3"w X 2" h

3 Month Commitment \$75/Month

Annual Contract \$50/Month











## File Specs & Requirements

#### **Broadsheet Newspapers**

THE HORRY INDEPENDENT SCEN	CAROLINA FOREST CHRONICLE	Business	
Full Page		6 col.	(10.62") x 20"
Half Page	Horizontal	6 col.	(10.62") x 10"
	Vertical	3 col.	(5.25) x 20"
Quarter Page	Standard	3 col.	(5.25) x 10"
Eighth Page	Standard	3 col.	(5.25) x 5"
Double Bus. card	Standard	3 col.	(3.46") x 2"
Bus. card	Standard	3 col.	(3.46") x 2"

#### **Tabloid Newspapers**

MYRTLE BEACH HERALD NORTH STRAND NEWS	SHOPPER		
Full Page		6 col	(10") x 12.75"
Half Page	Horizontal	6 col.	(10") x 6.75"
	Vertical	3 col.	(4.95) x 12.75"
Quarter Page	Standard	3 col.	(4.95) x 6.25"
Eighth Page	Standard	3 col.	(4.95) x 5"
Double Bus. card	Standard	3 col.	(3.46") x 4"
Bus. card	Standard	3 col.	(3.46") x 2"

#### **Special Publications**

#### VISIT

	That Suit A log (Million)				
	Full Page		6 col	(10") x 10.5"	
	Half Page	Horizontal	6 col.	(10") x 5.125"	
		Vertical	3 col.	(4.95) x 10.5"	
	Third Page	Horizontal	4 col.	(6.6) x 5.125"	
		Vertical	2 col.	(3.25) x 10.5"	
	Quarter Page	Standard	3 col.	(4.95") x 5.125"	
	Eighth Page	Standard	3 col.	(4.95") x 2.5"	
	Supersaver	Standard	2 col.	(3.25") x 2.5"	

#### File Submission Guidelines

- 1. Make document all inclusive. Convert text that is included in a logo to outline graphics and Include all fonts which are referenced in the ad. Verify that all files required for the job (linked graphics files, borders and rules) have been included.
- 2. Keep it simple. Minimize the number of points in creating clipping paths. Do not nest EPS files within other EPS files.
- 3. Confirm Color Mode. Four-color images must be in CMYK form. No RGB, lab or indexed color accepted in any ad, black and white or color. Black & white images should be in gray scale form. Confirm that all colors are prepared for CYMK separations and unused colors are removed from the color palette.
- 4. Watch your blacks. Do not use "Super Blacks," "Rich Blacks," "CMYK Blacks," or "Process Black" for text.
- 5. Check print settings. Make sure all knockouts and overprints are properly set.
- 6. Communicate. Make sure we're aware of any compatibility issues pertaining to application program enhancements such as extensions, plug-ins and add-ons.
- 7. Proof your PDF. Confirm that all text, rules and graphics are within the print area. Delete all extraneous information from the document and the pasteboard. Do not cover up these items.
- 8. Double check size and format. Confirm that all ads are the correct dimensions and that file is universally formatted. We do not accept any PC/Mac native application files for digital ads.
- All advertising is subject to acceptance by the publisher, who reserves the right to reject, edit for content or omit any ad for any reason at any time.
- We are not responsible for incorrect or inferior materials supplied by advertisers, agencies or other newspapers unless specific changes are requested by the advertiser.
- Ads resembling news stories will be published with the word "Advertisement" appearing at the top the ad.
- If a mistake is made by Waccamaw Publishers, Inc., the company will be responsible only for the space occupied by the error and only for the !rst insertion.
- Advertisers shall assume liability for all content, (including pictorials and graphics) placed in all company publications. Advertiser agrees to take responsibility for all claims against Waccamaw Publishers arising out of publication of an advertisement.

At Your Service



advertise@myhorrynews.com (843) 248-7254



Publisher Stephen Robertson Jr. 843-488-7245 stephen.robertson@myhorrynews.com



President Steve Robertson 843-488-7240 steve.robertson@myhorrynews.com



Office Manager Adrian Robertson 843-488-7233 adrian.robertson@myhorrynews.com



Advertising Director Shari Harms 843-488-7254 shari.harms@myhorrynews.com



**Digital Manager** Tyler Batts 843-488-7232 tylerbatts@myhorrynews.com



Digital Marketing Specialist
Bessie Wilson
843-488-7248
bessie.wilson@myhorrynews.com



#### **Conway Office**

Horry Independent, Loris Scene News & Shopper 2510 Main Street Conway, S.C. 29526 843-248-6671

#### Multi-Media Marketing Specialists



Robin McGee (Carolina Forest, Myrtle Beach) 843-488-7252 (office) 843-340-0220 (cell) robin.mcgee@myhorrynews.com



Melanie Peek (Myrtle Beach, South Strand, Georgetown) 843-488-7256 (office) 678-897-9463 (cell) melanie.peek@myhorrynews.com



Annie Schiffmacher (North Myrtle Beach) 843-488-7264 (office) 336-749-4027(cell) annie.schiffmaker@myhorrynews.com



Holt Pope (Conway, Western Horry County) 843-488-7235 (office) 843-855-9720 holt.pope@myhorrynews.com



#### **Myrtle Beach Office**

Myrtle Beach Herald, VISIT! Carolina Forest Chronicle 4761 U.S. Hwy. 501 Suite 3 Myrtle Beach, S.C. 29579 843-626-3131

#### stay connected.









myhorrynews.com

At Your Service.

