

## a weekly publication of the island packet

The Bluffton Packet, published every Wednesday, focuses on events, issues and trends that affect the area of Greater Bluffton, one of the fastest-growing communities in the state.



Inside The Bluffton Packet, readers will find personality profiles, restaurant reviews, articles about businesses and features on local events. A community calendar lists meeting times and places for civic groups, special-interest groups, other organizations and library hours. A church calendar lists every church in Greater Bluffton and the times they hold services, study groups and other related activities.

9,000 copies are distributed to Island Packet home-delivery subscribers on the mainland, and another 6,000 are distributed around town in free racks in the greater Bluffton, Okatie and Sun City area for a total distribution of 15,000 weekly copies.

Reach a unique blend of consumers by advertising in The Bluffton Packet.

**Deadline: Wednesday for the following Wednesday's edition.**

**Rates effective March 31, 2008.**

### advertising rates

All rates include full color & full run distribution.

Sizes	52 wks	26 wks	13 wks	Open Rate
<b>Full Page</b> 9.5" x 10.625"	\$407.00	\$526.25	\$624.75	\$854.50
<b>Half Page</b> 4.7" x 10.625" 9.5" x 5.2"	\$214.00	\$275.75	\$329.50	\$435.75
<b>Quarter Page</b> 4.7" x 5.2"	\$124.75	\$148.25	\$182.50	\$235.00
<b>Eighth Page</b> 2.3" x 5.2"	\$69.50	\$88.00	\$105.00	\$122.00

Color Prices: 1 spot color—\$110, 2 spot colors—\$195, full color—\$275

### preprinted inserts

CPM x 5 for total cost

Pages	Weight in oz.	26 plus Editions	14 to 25 Editions	1 to 13 Editions
<b>Up to 8 tab</b>	<b>up to 0.6 oz.</b>	<b>\$56.00</b>	<b>\$60.48</b>	<b>\$62.72</b>
<b>12 tab</b>	<b>up to 0.9 oz.</b>	<b>\$72.00</b>	<b>\$77.76</b>	<b>\$80.64</b>
<b>16 tab</b>	<b>up to 1.2 oz.</b>	<b>\$78.00</b>	<b>\$84.24</b>	<b>\$87.36</b>
<b>20 tab</b>	<b>up to 1.5 oz.</b>	<b>\$103.00</b>	<b>\$111.24</b>	<b>\$115.36</b>
<b>24 tab</b>	<b>up to 1.8 oz.</b>	<b>\$120.00</b>	<b>\$129.60</b>	<b>\$134.40</b>
<b>28 tab</b>	<b>up to 2.1 oz.</b>	<b>\$133.00</b>	<b>\$143.64</b>	<b>\$148.96</b>
<b>32 tab</b>	<b>up to 2.4 oz.</b>	<b>\$145.00</b>	<b>\$156.60</b>	<b>\$162.40</b>
<b>36 tab</b>	<b>up to 2.7 oz.</b>	<b>\$159.00</b>	<b>\$171.72</b>	<b>\$178.08</b>