

The Source and Newcomers Packet

reach two audiences with one publication

Annual publication of The Island Packet

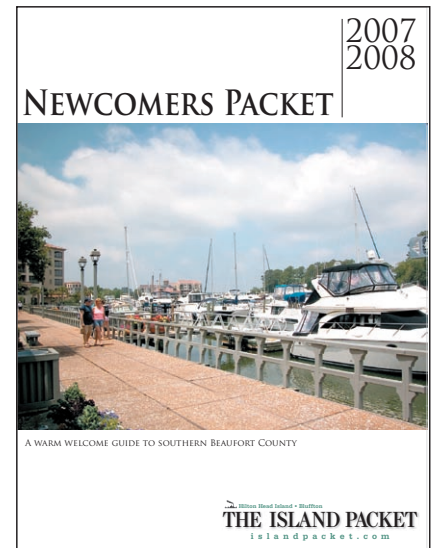
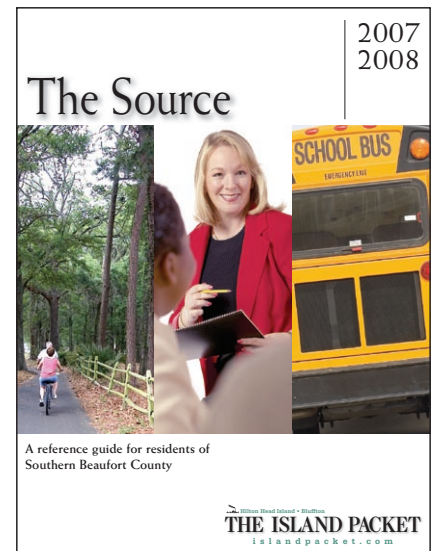
Deliver your important message by placing your advertisement in our 2008-2009 **The Source** and **Newcomers Packet**.

REACH: Established local residents- via **The Source** – distributed through home delivered subscriber newspapers in Hilton Head Island, Bluffton & Okatie area.

The Source is an easy-to-use booklet that will provide readers the answers to their “who, what, when, where” questions.

REACH: Newcomers to the area- via **Newcomers Packet** - distributed through welcoming committees, POA offices and targeted pick-up locations.

The Newcomers Packet is a great first introduction — and will be used as an on-going reference guide for our community.



advertising rates			
All rates include full color & full run distribution.			
Sizes	Full color ad cost	Bill July, August & Sept.	
Full Page 7" x 9.25"	\$1,287	or	\$429/Mo.
Half Page (V) 3.45" x 9.25" (H) 7" x 4.57"	\$909	or	\$303/Mo.
Quarter Page 3.45" x 4.57"	\$537	or	\$179/Mo.
Premium full-page advertising positions are available on pages 2, 3, inside back cover, and back cover for an additional \$145 (flat).			

enhanced distribution sites due to demand

With an expanded distribution plan this year, we will print 19,000 copies of the publication. **The Source** will be included in our **Island Packet** home delivery subscriber newspapers (14,000) and 5,000 copies of **Newcomers Packet** to specifically target newcomers in our market.

Distribution to Newcomers:

- Hilton Head Island/Bluffton Chamber of Commerce
- Town of Hilton Head Island
- Town of Bluffton
- Sun City Hilton Head Welcoming Committee
- Select long term rental companies
- Plantation POA offices and welcoming committees
- Real estate companies
- The Island Packet office

The Source and **Newcomers Packet** publications are also available for sale in bulk quantities. Pre-order by August 13, 2008 at a cost of \$100 per 100 booklets.

Deadline: August 1 for late August distribution.

Rates effective March 31, 2008.

