

The Island Packet Online

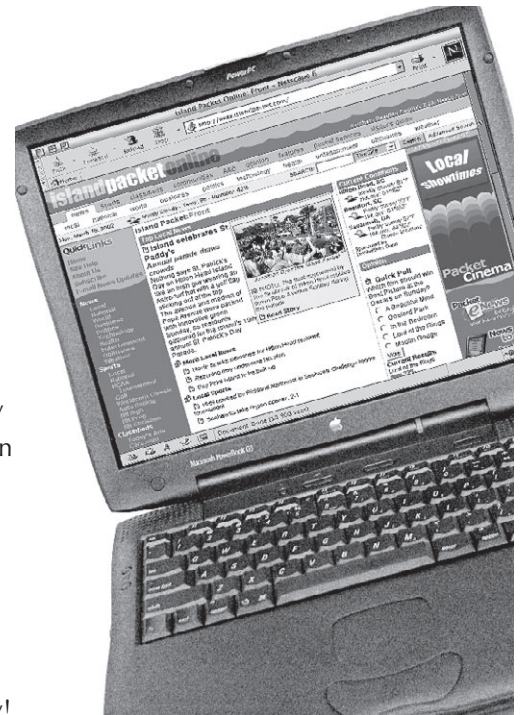
Awarded one of the top newspaper Web sites in the state by the South Carolina Press Association for four consecutive years!

Readers from around the world who visit The Island Packet's Web site can find the latest local, national and international news by logging on to <http://www.islandpacket.com>.

The Island Packet's site is updated continuously, 24-hours a day to bring you late-breaking news from around the world. The site also highlights The Packet's top local stories of the day, photographs, editorials, letters to the editor, sports, TV and movie reviews, weather and classified ads. Readers can shop for a car, apartment or house online. Information is easily accessible by clicking on icons that take you to your desired destination such as information about Hilton Head Island or Island Packet services.

Subscribe to The Island Packet newsletter and receive daily e-mails of today's top stories and breaking news announcements. For the on-the-go reader, download The Island Packet Online to your Palm Pilot

Advertise your business on the Lowcountry's leading Web site, *The Island Packet Online* and have your message read by thousands of people every day!



Online Advertising Rate Card

Box Ads - 300 x 250 pixels\$450/Month

Islandpacket.com 'box ads' are a generous, affordable canvas for your advertising message. Box ads appear on almost every page of the Web site.

Need to target your message to a specific audience? Ask your Island Packet account executive about section sponsorship opportunities.

Real Estate Professional Directory - 190 x 80 pixels\$200/Month

Don't get left out - a link from the Real Estate home page of Islandpacket.com is a great way to drive traffic to your Web site. A link from Islandpacket.com increases your site's Google search ranking, and puts your name in front of over 6,000 potential buyers and sellers each month.

Print ad online

Post your **Island Packet newspaper ad to The Island Packet's Web site**, islandpacket.com. Your ad appears just as it does in the print edition of The Packet. Plus, e-mail and Web site addresses that appear in your ad become clickable links. Island Packet Online readers can link directly to your Web site for more information, or to complete the sale. Readers can also zoom in to read the details of your ad, print it, or e-mail it to a friend.

Premium package - adds a text link directly from our news pages to your ad. Premium text links appear on almost every page of islandpacket.com

Ad size, column-inches	Basic	Premium
0-20"	\$15	\$20
20-40"	\$25	\$30
40" +	\$50	\$55

Rates Effective: March 29, 2004

www.islandpacket.com

Call (843) 706-8100

to market your business on The Island Packet's Web site.



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