

## DISCOVER CHARLESTON PUBLICATIONS

### Hotel Distribution

Hotel/Inn/Resort/Rental Company      Guest Rooms

#### HARD COVER

#2 Meeting Street	9
1837 Bed & Breakfast	9
Anchorage Inn	19
Andrew Pinckney	32
Ansonborough Inn	57
Ashley Inn	8
Barksdale House Inn	16
Best Western Charleston Downtown	151
Best Western King Charles Inn	91
Best Western Sweetgrass Inn	87
Cannonborough Inn	6
Charleston Harbor Resort & Marina	131
Charleston Marriott Hotel	340
Church Street Inn	31
Comfort Inn Charleston	128
Comfort Suites	81
Day's Inn Historic	124
Doubletree Guest Suites	212
Embassy Suites Convention Center	245
Fantasia Bed & Breakfast	6
Francis Marion Hotel	226
French Quarter Inn	100
Fulton Lane Inn	27
Governor's House	9
Hampton Inn & Suites IOP	121
Hampton Inn Daniel Island	127
Hampton Inn Historic District	171
Harbourview Inn	52
Hilton Garden Inn North Charleston	131
Holiday Inn Airport	142
Holiday Inn Express Hotel	80
Holiday Inn Express North Charleston	98
Holiday Inn Folly Beach	132
Holiday Inn Mt. Pleasant	158
Holiday Inn Riverview	270
Homewood Suites by Hilton	107
Indigo Inn & Jasmine House	50
John Rutledge House Inn	19
King's Courtyard Inn	41
La Quinta Inn Riverview	175
Lodge Alley Inn	95
Market Pavilion Hotel	54
Meeting Street Inn	56
Middleton Place Inn	55
Mills House Hotel	214
North Charleston Inn	155
Palms Hotel (The)	80
Planters Inn	64
Quality Inn & Suites @ Patriots Point	103
Quality Inn	120
Radisson Hotel Charleston Airport	159
Ramada Hotel Charleston	197
Renaissance Charleston Hotel	166
Residence Inn Charleston Airport	150
Residence Inn Downtown Charleston	119
Residence Inn North Charleston	96
Riverview Courtyard by Marriott	178
Seaside Inn	51
Shem Creek Inn	50
Sheraton North Charleston	296
Sleep Inn Charleston	74
Spring Hill Suites by Marriott	123
Vendue Inn	70
Victoria House Inn	19
Wentworth Mansion	21
Woodlands Inn & Resort	20

#### SOFT COVER

<b>Connoisseur: The Magazine of Kiawah Island Golf Resort</b>	
Kiawah Island Golf Resort	1300
The Sanctuary at Kiawah Island	255

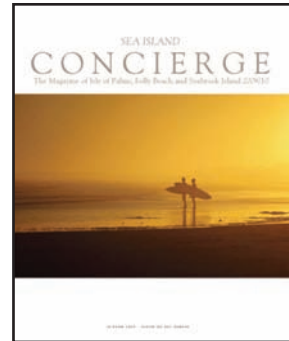
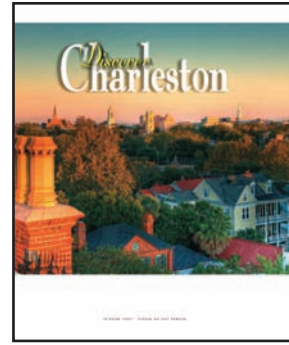
#### Sea Island Concierge

Avocet Properties, Inc.	350
Beachside Vacation Rentals	300
Carolina Coastal Properties	72
Carroll Realty, Inc.	280
East Islands Rentals, Inc.	101
Pam Harrington Exclusives	563

#### Charleston Coast Vacation Guide

Dunes Properties of Charleston	212
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10,663 Total Guest Rooms



### Exclusive Resort Guest Exposure

Kiawah Island Golf Resorts – 120,000 Guests Annually

Barrier Islands Rentals – 35,000 Guests Annually



One Herald Plaza • Miami, Florida 33132

## Annual Publication Rates

Size:	4-Color	B&W
Full Page	\$6600	\$5300
1/2 Page	\$4200	\$3400
Web Page	\$799	

<b>Back Cover:</b>	\$9000
<b>Inside Front Cover:</b>	\$8000
<b>Inside Back Cover:</b>	\$7000

Guaranteed Position

(subject to availability): +15%

Bleed Premium: No Charge

**Terms:** New Accounts - 20% on Contract, 80% prior to publication. All rates are Gross. Major ad agencies recognized. All major credit cards accepted.

## EXTRAORDINARY VALUE FOR PRINT ADVERTISERS ONLY

Want more affordable online exposure? Invest in an online banner for only \$699 annually. That's only \$58 per month which will let you reach more prospects before your competition does! We deliver a highly targeted audience for a valuable and measurable return on your advertising dollar. Various sizes and positions available.

**a) \$699** – In addition to your FREE profile on DiscoverCharleston.com, you will receive an online advertising banner (with links to your website) for one year, run-of-site. Ad material supplied by client.

**b) \$899** – In addition to your FREE profile on Discover Charleston.com, you will receive a complete online "advertorial" with three photos in the editorial area of DiscoverCharleston.com for one year, including links to your website (advertorial created by HCP/Aboard with input from client).

## Important Dates in 2010 and 2011

**CLOSING DATE:**

January 16

**MATERIALS DUE:**

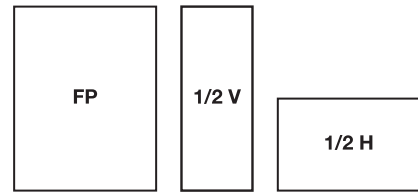
January 30

**PUBLICATION DATE:**

May

## Mechanical Specifications

Size	Width	Height
Trim size	9"	10 7/8"
Bleed Page	9 1/4"	11 1/8"
1/2 Vertical	3 7/8"	10 3/16"
1/2 Horizontal	8"	5"



## Ad Material Requirements

**1. Electronic files must be submitted in Mac format only.** Accepted program files include Adobe Acrobat PDF (Press Quality), InDesign, Quark Xpress, Adobe Photoshop, Adobe Illustrator and Freehand. Include all postscript and screen fonts. Include all images in EPS, JPEG or TIFF formats in high resolution (at least 300 dpi at 100% in a CMYK color format).

**2. Live material not intended to bleed** must be kept at least 3/8" from all sides to allow for trim.

**3. Double page spreads:** Perfect alignment of type or design across gutter of two facing pages is not guaranteed. Live matter in facing page subject cannot be closer than 3/8" to gutter.

**4.** A color proof must be submitted with every ad. If a high quality, color proof such as Kodak Approvals (preferred), Imation Commercial Match-print or similar analog proofs are not provided, then we cannot guarantee color. Please note that all proofs must be made according to SWOP standards. Proofs that do not meet this criteria cannot be used for color match.

**5. HCP accepts no responsibility for finished ad materials submitted by a client, ad agency or professional designer. All artwork submitted to for publication is expected to be camera-ready.**



Hoiger, M.E. Oberhaus

## IMPORTANT CONTACT INFORMATION ADVERTISING SALES

### Send Ad Materials to

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### Payments for Advertising

**Payable to: HCP/Aboard Publishing**

**Mail to: Accounts Payable**

HCP/Aboard Publishing

One Herald Plaza

Miami, FL 33132-1693

**All Major Credit Cards Accepted**

**Lori Castle**

Senior Account Executive

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