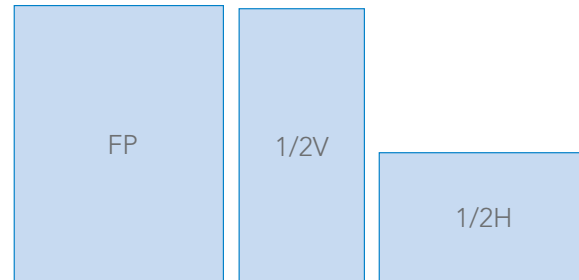


MECHANICAL SPECIFICATIONS

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



ANNUAL PUBLICATION RATES

Size	Four-Color	B/W
Full Page	\$6,600	\$5,300
Half Page	\$4,200	\$3,400
Web Page	\$799	

Back Cover	\$9,000
Inside Front Cover	\$8,000
Inside Back Cover	\$7,000

Guaranteed Position

(Subject to Availability): +15%

Bleed Premium: No Charge

Terms: New Accounts – 20% on contract, 80% upon 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 as little as \$699 annually. A banner ad on the popular *Discover Charleston* website allows you to reach more prospects before your competition! We deliver a highly targeted audience for a valuable and measurable return on your advertising dollar. Various sizes and positions are available.

a) **\$699 – For just \$58/month**, you will receive an online advertising banner with links to your website for one full year, run-of-site. (Ad material to be supplied by client.)

b) **\$899 – For less than \$75/month**, you will receive a complete online "advertorial" with three photos in the editorial section of *DiscoverCharleston.com* for one year, including links to your website. (Advertorials are created by HCP/Aboard editors with input from the clients).

CLOSING DATES

Space Reservations:	January 16, 2011
Material Due:	January 30, 2011
Publication Date:	May 2011

AD MATERIAL REQUIREMENTS*

1. Electronic files are to be sent in Macintosh format only. Accepted programs include QuarkXpress 6.5, Adobe Photoshop, Adobe Illustrator & Adobe InDesign. Include all postscript and screen fonts. Include all images as EPS, JPEG or TIFF in high resolution (at least 300 dpi at 100%) at CMYK. If files are not Provided as CMYK, we will be forced to convert the color and we cannot guarantee an exact match of color on press. PDF/X-1a files are preferred.
2. A color proof must accompany ad for all formats otherwise HCP/Aboard Publishing will not accept liability for files that do not print correctly.*
3. Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.
4. 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 1/8" to gutter.

* If a high-quality color proof / Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a color control bar) 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 these criteria cannot be used for color matching.

INQUIRIES & SPACE RESERVATIONS:

Lori Castle, Senior Account Executive
Office: 305-376-5252 • Cell: 954-605-3411
Fax: 305-995-8108
E-mail: lcastle@hcpaboard.com

AD MATERIALS SHOULD BE SENT TO:

Melinda de Armas
HCP/Aboard Publishing
One Herald Plaza, Miami, FL 33132-1693 USA
Tel: 305-376-2537 • Fax: 305-995-8108
E-mail: mdearmas@hcpaboard.com

EDITORIAL INQUIRIES:

Patra Bucher
1221 Hidden Lakes Drive, Mount Pleasant, SC 29464
Tel: 843-696-4553 • E-mail: patra@patrataylor.net

PAYMENTS:

Make checks (USD) payable to:
HCP/Aboard Publishing
One Herald Plaza, Miami, FL 33132-1693 USA

HCP | ABOARD
P U B L I S H I N G

Discover Charleston 2011/2012

DISCOVER CHARLESTON

Downtown Charleston, Mount Pleasant and North Charleston

CONNOISSEUR

The Magazine of Kiawah Island Golf Resort

Charleston Coast VACATION GUIDE

The Magazine of Dunes Properties

SEA ISLAND CONCIERGE

The Magazine of the Barrier Islands

Celebrating 22 Years
DiscoverCharleston.com



Get your share of the \$4 billion tourists spend in Charleston each year

Why advertise in the Discover Charleston collection?

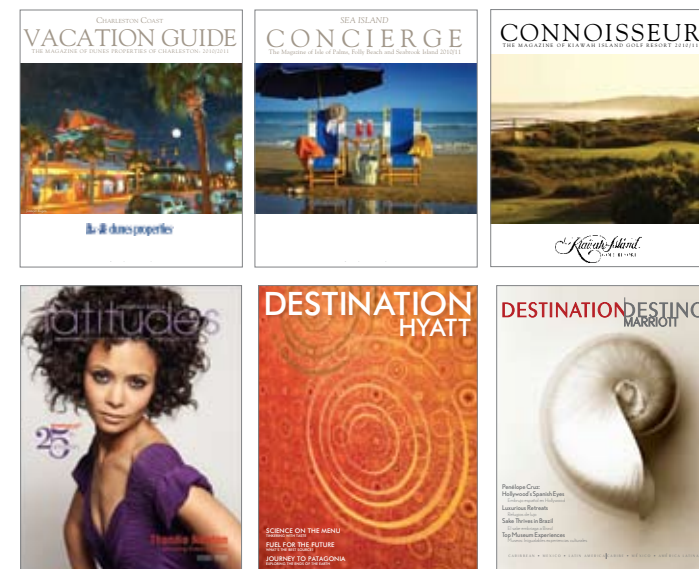
- One affordable rate
- Four elegant visitor guides
- Exposure in 10,663 upscale guest rooms
- Free online advertising
- Free national advertising

Discover Charleston visitor guides showcase our advertisers' products and services in four elegant publications. With your purchase of an ad in the Discover Charleston collection, you'll get FREE value-added advertorial exposure in all of our publications, as well as on DiscoverCharleston.com, our content-rich website.



Our free online advertising helps convert visitors to customers... before they arrive.

All Discover Charleston advertisers receive a FREE listing and links to their own website on our popular companion site, DiscoverCharleston.com, which delivers more than 51,000 page views per month.



We work harder to drive leads to your business.

HCP/Aboard's online advertising campaign includes travel magazines that reach over 70 million affluent travelers annually, as well as search engines and our own parent company's newspapers and websites — some of the most visited news sites on the Web. That means our advertisers directly benefit from HCP/Aboard's advertising investment of more than \$2.5 million annually.

Our advertisers receive more exposure in more places.

Discover Charleston publications are a part of The McClatchy Company's network of targeted magazines, newspapers and websites. Ads and editorial promoting Charleston and the Lowcountry frequently appear in American Eagle's *Latitudes*, *The Miami Herald*, *The Charlotte Observer* and other McClatchy publications across the country.

Hotel Distribution

Hotel/Inn/Resort/Rental Company Guest Rooms

Hotel/Inn/Resort/Rental Company	Guest Rooms
Discover Charleston	
#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 Marlon 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	86
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
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
Sprint Hill Suites by Marriott	123
Vendue Inn	70
Victoria House Inn	19
Wentworth Mansion	21
Woodlands Inn & Resort	20
Connoisseur: The Magazine of Kiawah Island Golf Resort	
Kiawah Island Golf Resort	1300
The Sanctuary at Kiawah Island	255
Sea Island Concierge	
Avocet Properties, Inc	200
Beachside Vacation Rentals	300
Carolina Costal Properties	72
Carroll Realty, Inc.	280
East Island Rentals, Inc.	101
Pam Harrington Exclusives	280
Charleston Coast Vacation Guide	
Dunes Properties of Charleston	212

10,663 Total Guest Rooms

Exclusive Resort Guest Exposure
 Kiawah Island Golf Resorts – 120,000 Guests Annually
 Barrier Islands Rentals – 35,000 Guests Annually

We are specialists in travel industry solutions.

HCP/Aboard Publishing, a subsidiary of The McClatchy Company, is a multidisciplinary custom publishing company that leverages years of experience in the travel and tourism industry to benefit our advertisers and publishing partners. We create award-winning in-room hotel books, in-flight magazines, destination guides and websites for the most affluent segments of the traveling public.

Meet our readers.

Our reader demographics reflect the upscale traveling public, one of the strongest buying segments in the travel and tourism industry. While in the Charleston Lowcountry, these visitors primarily stay in one of the nearly 10,700 rooms of the 76 upscale hotels, inns and vacation resort rentals that proudly display our elegant publications.

Last year, more than 4 million people visited the area, and more than 71 percent of them stayed in hotels, inns, and vacation resort rentals. Our visitors are primarily in their 40s or 50s, college-educated and have upper-middle incomes. About one in three is from North Carolina, South Carolina or Georgia, and more than half are returning visitors. The model travel party is two adults without children. Most visitors arrive by car, followed by airplane. They stay an average of three nights and spend approximately \$235 per person per day.



HCP/Aboard Publishing is one of the only publisher of visitor guides in the Lowcountry with display agreements signed by the general managers or owners of each of our distributing properties.

Discover Charleston is now mobile

Your online added value is even more valuable this year.

We are enabling the largest and fastest-growing online audience to find and easily connect with your business in a flash! Your online profile will now be included in the new mobile site for DiscoverCharleston.com. More and more visitors are researching what to do, see and where to stay in Charleston on their smartphone (i.e. iPhone, BlackBerry, Droid, etc.). When users access the Internet via their smartphone, they are automatically directed to the mobile site.



Important reasons why more of your new business will be driven by mobile:

1. Mobile devices require a different set of image and text configuration to be user-friendly. Your website and telephone number is immediately accessible to users in our new mobile website. One touch connects visitors to you!
2. Already, one-fifth of Americans access the Web via mobile devices. At the current rate of growth, mobile access to the Internet could overtake desktop access within 3 years.

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