

# linc, inc.

*publishers of*

**The Lake Murray News • The New Irmo News  
The Northeast News • Cayce-West Columbia News**

**P.O. Box 175 Irmo, SC 29063 Phone (803) 772-7506 Fax (803) 772-7795**

## DISPLAY ADVERTISING RATES

SIZE	Open Rate	13 week	26 week	1 year
Per inch	\$ 9.80	\$ 9.20	\$ 8.20	\$ 7.20

## WEEKLY RATES FOR STANDARD SIZES:

2" (1x2)	\$ 19.60	\$ 18.40	\$ 16.40	\$ 14.40
3" (1x3)	\$ 29.40	\$ 27.60	\$ 24.60	\$ 21.60
4" (2x2 or 1x4)	\$ 39.20	\$ 36.80	\$ 32.80	\$ 28.80
6" (2x3 or 3x2)	\$ 58.80	\$ 55.20	\$ 49.20	\$ 43.20
8" (2x4)	\$ 78.40	\$ 73.60	\$ 65.60	\$ 57.60
10" (1/8 page)*	\$ 98.00	\$ 92.00	\$ 82.00	\$ 72.00
22.5" (1/4 page)*	\$ 220.05	\$ 207.00	\$ 184.50	\$ 162.00
30" (1/3 page)*	\$ 294.00	\$ 276.00	\$ 246.00	\$ 216.00
45" (1/2 page)*	\$ 441.00	\$ 414.00	\$ 369.00	\$ 324.00
60" (2/3 page)*	\$ 588.00	\$ 552.00	\$ 492.00	\$ 432.00
90" (Full page)*	\$ 882.00	\$ 828.00	\$ 738.00	\$ 648.00

•Spot Color: \$ 95.00 per color •Insertion of Pre-prints: \$55.00 PER M (Minimum 3M) •Classifieds \$.99 per 30-character line

- Published: 8,000 per paper 32,000 Weekly on Thursdays, except special editions and double issues.
- Coverage: 29033, 29169, 29170, 29171, 29172, 29206, 29223, 29229, 29045, 29016, 29204, 29210, 29212, 29063, 29045, 29072, 29036, 29075, 29127, 29108, 29138, 29006, 29070, 29054
- Distribution: Paid subscription and rack sales, carrier-delivered complimentary copies to waiting rooms/lobbies, and direct mail to business.
- Mechanical: Printed page image size 10.25" width x 15" height. Six column format, each column 9.5 picas with 1 pica gutter.
- Commissions: 15% if placed by recognized agencies providing camera ready copy paid within 30 days.
- Effective: This rate card effective January 1, 2011. Subject to change without notice.

Publisher's notes: Page sizes are approximate and may vary slightly. Sizes are based on 6 column x 15" full page. Publisher reserves the right to adjust page sizes and ad sizes accordingly. Payment for all advertising is payable upon publication and due within ten days of billing. Display advertising placed on a weekly, bi-weekly, or monthly basis for a specified term is automatically renewed at the end of that term unless otherwise indicated in writing by the advertiser.

**For Additional Information, call: Annette Briggs (803) 309-2101 • email: bbriggs2@sc.rr.com**

Delivery Address: 7595 St. Andrews Road, Irmo, SC 29063 Fax: (803) 772-7795

Mailing Address: The Irmo News, P.O. Box 175, Irmo, SC 29063

## Old-Fashioned Community Newspapers

serving the business & residents in: Irmo • Dutch Fork • Harbison • Seven Oaks • St. Andrews • West Columbia • Cayce  
Springdale • Pineview • Dixiana • Congaree • Chapin • Little Mountain • Lexington • Gilbert • Prosperity • Lessville  
Ballentine • Saluda • Newberry • Blythewood • Pontiac • Spring Valley • Dentsville • Forest Acres • Two Notch

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