The Bluffton Sun was founded as The City Sun, a newsletter for Sun City Hilton Head, in 1998. In 2002, the paper retained the name while undergoing the transformation to a monthly community newspaper whose circulation was expanded throughout greater Bluffton. It became known as Bluffton City Sun in 2006.

In 2009, the newspaper was renamed The Bluffton Sun to better reflect the focus and increased distribution to the entire 25,000 plus households and businesses throughout greater Bluffton and Okatie. That distribution is via the United States Postal Service, which guarantees the newspaper is delivered safe and dry in local mailboxes.

The newspaper now is published bi-monthly, reflecting the wishes of our advertisers, who desired increased exposure to our readers, and our readers, who told us over and over again they wished to see news and information about our ever-expanding community more frequently. Having two issues every month is a win-win for advertisers and readers alike.

Although the town's population is dramatically expanding, there remains a true sense of community among the residents fostered by The Bluffton Sun that has been serving all the smiling faces, beautiful places of Greater Bluffton and Okatie since 1998.

Inside every issue you will find news of town issues, features on Bluffton people and places, helpful advice from local columnists and extensive information on events and activities.

We are proud of our newspaper and the results it produces for our advertisers. The publication is a powerful marketing tool for local and regional companies that are searching for an affordable way to reach everyone in an ever expanding marketplace.

Welcome to The Bluffton Sun! Please let us know how we can serve you.

Sincerely,

Kevin Aylmer
Publisher

PO Box 2056, Bluffton, SC 29910 • Tel: (843) 757-9507 • Fax (843) 757-9506
www.blufftonsun.com
The Hilton Head Sun
Serving the smiling faces, beautiful places of Hilton Head Island

An Overview...

After 15 years of publishing The Bluffton Sun, the company continued its expansion with the debut of The Hilton Head Sun community newspaper in July of 2012. Since that time, readers have come to expect The Hilton Head Sun in their mailboxes on the first Wednesday of every month.

“The Hilton Head Sun continues the tradition of our award-winning style of community news, features, and information that has been so successful in Bluffton” reported BJ Frazier, former publisher and owner. Frazier went on to say: “Over the years, Hilton Head residents asked when they would see their own homegrown Sun. The staff responded by producing a “must-read newspaper dedicated to the Hilton Head community.”

Lynne Hummell, a 35-year resident of Hilton Head, is the Editor of The Hilton Head Sun. “Our company and our readers are extremely fortunate to have such an experienced and knowledgeable journalist setting the editorial direction of this newspaper.” said Kevin Aylmer, publisher of the Hilton Head Sun.

The monthly newspaper is delivered free by the U.S. Postal Service to most of the 23,000 households and businesses on Hilton Head safe and dry inside their mailboxes on the first Wednesday of each month. Total market penetration has been a successful strategy for our advertisers who consistently enjoy a strong response to their ad messages.

A recent CVC Readership Survey learned that nearly 80% of the residents that receive The Sun read the paper cover to cover and 75% purchase products and services they see advertised in the paper.

When asked about The Sun, readers respond that reading the paper is enjoyable, full of good information, contains features on their neighbors and they look forward to receiving it.

The Hilton Head Sun includes many of the same features found regularly in The Bluffton Sun, along with a healthy dose of island-specific news and features.

For more information about The Hilton Head Sun, contact us at 843-757-9507 or 412-389-1643. To submit information to be considered for publication, email Hummell at editor@hargray.com.

Sincerely,
Kevin Aylmer
Publisher

PO Box 2056, Bluffton, SC 29910  •  Tel: (843) 757-9507  •  Fax (843) 757-9506
www.hiltonheadsun.com
No one delivers like The Bluffton Sun

Serving the smiling faces, beautiful places of greater Bluffton and Okatie

THE BLUFFTON SUN IS DELIVERED FREE AND DRY INSIDE YOUR MAIL BOX TWICE PER MONTH BY THE U.S. POSTAL SERVICE

Number of Households & Businesses in Bluffton Reached

- 24,635* (100%)

- 9,611** 39%
- 7,025**** 29%
- 5,875***** 24%
- 6,012*** 25%

* The Bluffton Sun distribution is verified by U.S. Postal Service receipts of the October 15, 2019 edition. Receipts are available upon written request. This quantity does not include 1,000 copies per edition that are distributed in racks and locations in Bluffton and on Hilton Head Island.
** Bluffton Today distribution is verified by the latest available “2012 Bluffton Today and The Sun Today Certified Audit of Circulation Newspaper Publisher’s Statement.” This number does not include the 2,081 copies that are distributed inside The Savannah Morning News. This statement is available upon written request.
*** Sun Today distribution is verified by the latest available “2012 Bluffton Today and The Sun Today Certified Audit of Circulation Newspaper Publisher’s Statement.” This statement is available upon written request.
**** Island Packet (Sunday) and Island Packet (Daily) circulation is verified by the AAM Quarterly Report dated March 20, 2016. This report is available upon written request.

To Advertise in The Bluffton Sun, and reach EVERY household in Bluffton, Call (843) 757-9507
No one delivers HILTON HEAD like The Hilton Head Sun.

Serving the smiling faces, beautiful places of Hilton Head Island.

THE HILTON HEAD SUN IS DELIVERED FREE AND DRY INSIDE YOUR MAIL BOX ONCE PER MONTH BY THE U.S. POSTAL SERVICE.

Number of Households & Businesses in Hilton Head Reached

- Island Packet (Daily): 7,100 (31%)
- Island Packet (Sunday): 7,775 (34%)

TOTAL: 23,642 (100%)

SOURCES: The Hilton Head Sun - USPS records, does not include 1,200 newsstand copies on Hilton Head; October 15, 2019;
Island Packet (Sunday) and Island Packet (Daily) circulation is verified by the AAM Quarterly Report dated March 20, 2016.
This report is available upon written request.

TO ADVERTISE CALL YOUR MARKETING REPRESENTATIVE TODAY!
(843) 757-9507
## 2020 Publishing Dates & Deadlines

<table>
<thead>
<tr>
<th>Space Reservations and Ad Copy Deadlines</th>
<th>Complete Ad Files Deadlines</th>
<th>Publication Issue Dates</th>
</tr>
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<tbody>
<tr>
<td>THURS 12/26</td>
<td>TUES 12/31</td>
<td>TUES 1/7</td>
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<tr>
<td>THURS 1/9</td>
<td>TUES 1/14</td>
<td>WED 1/22</td>
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<td>THURS 1/23</td>
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<td>TUES 2/4</td>
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<td>TUES 2/11</td>
<td>WED 2/19</td>
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<td>TUES 2/25</td>
<td>TUES 3/3</td>
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<td>TUES 5/5*</td>
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<td>TUES 5/19</td>
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<td>THURS 5/21</td>
<td>TUES 5/26</td>
<td>TUES 6/2</td>
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<td>THURS 6/4</td>
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<td>TUES 9/1</td>
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<td>TUES 9/8</td>
<td>TUES 9/15</td>
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<td>TUES 10/6*</td>
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<tr>
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**NOTE:** *1 Extra Week Between Publications*
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<td>WED 12/2</td>
</tr>
</tbody>
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Advertising Deadlines
Publication is bi-monthly generally on the first and third Tuesday. Advertising space and material deadlines are 10 days prior & electronic ad materials are due no later than 6 days prior to publication (For camera ready art, please send CMYK or Grayscale PDFs.)

Graphic design services are complimentary for our advertisers that have reasonable ad design requests. For multiple design consultations and redesigned ads, or design work performed for non-advertisers, there is a fee of $50.00 per hour.

Classified Advertising
(Cash, check, MasterCard or Visa in advance only.)
up to 5 lines .......................... $29.00
each additional line .................... $6.00

Advertising PrePrints
Advertising inserts will be accepted subject to the approval of the publisher. Max. size 10" x 12". Inserts must be delivered to our printer The Post & Courier, 134 Columbus St., Charleston, SC 29403 one week prior to publication. For odd size or multi-page inserts please submit sample for pricing. Please ask your representative for zoning information. Add 20% premium for less than full-run distribution. Full-run distribution is approximately 26,000. Min. 7,800 copies per issue.

Bills / Credits
Multiple insertion discounts require advertising be pre-paid. New accounts must be pre-paid until credit has been approved. Payments are due and payable upon receipt of invoice. Publisher reserves the right to adjust rates with 30 days written notice. Agency invoicing available, however client is responsible for payment.
Your Advertising Message Can Be Online For As Low As $15 Per Week.

www.blufftonsun.com

Place Your Display Ad (200x200) Online For Two Weeks For As Low As $29.95

Leaderboard ads (768x90) available (limited to 5 advertisers) For One Month $299

Digital Only Display Ads (200x200) Available For Two Weeks For Only $69.95

The Bluffton Sun Content Is Available 24 Hours A Day Whenever and Wherever You Want It!

Please call your Advertising Representative Today!
(843) 757-9507
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Advertising inserts will be accepted subject to the approval of the publisher. Max. size 10" x 12". Inserts must be delivered to our printer The Post & Courier, 134 Columbus St., Charleston, SC 29403 one week prior to publication. For odd size or multi-page inserts please submit sample for pricing. Please ask your representative for zoning information. Add 20% premium for less than full-run distribution. Full-run distribution is approximately 25,000. Min. 7,800 copies per issue.

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### Classified Advertising
(Cash, check, MasterCard or Visa in advance only.)

<table>
<thead>
<tr>
<th>Sizes</th>
<th>1 Time</th>
<th>3 X 10% Discount</th>
<th>6 X 15% Discount</th>
<th>12 X 20% Discount</th>
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<tbody>
<tr>
<td>Business Card</td>
<td>$79.00</td>
<td>$71.00</td>
<td>$68.00</td>
<td>$64.00</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$146.00</td>
<td>$132.00</td>
<td>$128.00</td>
<td>$118.00</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$283.00</td>
<td>$256.00</td>
<td>$242.00</td>
<td>$229.00</td>
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<tr>
<td>1/2 Page</td>
<td>$552.00</td>
<td>$498.00</td>
<td>$471.00</td>
<td>$445.00</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,065.00</td>
<td>$961.00</td>
<td>$909.00</td>
<td>$857.00</td>
</tr>
</tbody>
</table>

### Advertising Inserts
Cost Per-Thousand (cpm)

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cards</td>
<td>$66.00</td>
<td>$59.40</td>
<td>$55.00</td>
<td>$52.80</td>
</tr>
<tr>
<td>Pages</td>
<td>$88.00</td>
<td>$79.20</td>
<td>$74.80</td>
<td>$70.40</td>
</tr>
</tbody>
</table>

### Rates
2020 Rate Card & Ad Specs

### Advertising Deadlines
Publication is monthly on the first Wednesday. Advertising space and material deadlines are 10 days prior & electronic ad materials are due no later than 6 days prior to publication (For camera ready art, please send CMYK or Grayscale PDFs.)

Graphic design services are complimentary for our advertisers that have reasonable ad design requests. For multiple design consultations and redesigned ads, or design work performed for non-advertisers, there is a fee of $50.00 per hour.

### Classified Advertising
Cash, check, MasterCard or Visa in advance only.

- Up to 5 lines: $29.00
- Each additional line: $6.00

### Annual Frequency Discounts

Place an ad in The Hilton Head Sun and receive a 25% Discount on same ad in The Bluffton Sun.

Please send advertising space reservations to kevina@blufftonsun.com or call (843) 757-9507

### Advertising PrePrints
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Your Advertising Message Can Be Online For As Low As $50 Per Month.
www.hiltonheadsun.com

Place Your Display Ad (200x200) Online For One Month For As Low As $49.95

Leaderboard ads (768x90) available (limited to 5 advertisers) For One Month $299

Digital Only Display Ads (200x200) Available For One Month For Only $99.95

The Hilton Head Sun Content Is Available 24 Hours A Day Whenever and Wherever You Want It!

Please call your Advertising Representative Today!
(843) 757-9507
ADVERTISING AGREEMENT

_______________________________________
(Name of advertiser)

has agreed to purchase ____________________ insertions beginning with the
(Number of Insertions)

____________________ issue. The size of the advertisements will be ____________
(Date of Issue) (Size of Ads)

and the cost of each will be _______________ with the cost of the contracted
(Cost of Each Ad)

schedule to be ______________.
(Total Cost)

POLICIES: includes full color
To retain discounted rate ads must be inserted in consecutive issues.
The full cost of the schedule must be paid for in advance to achieve discount.
The Publisher reserves the right to adjust advertising rates with 30 days written notice
Additional charges may apply for guaranteed positioning.
Advertising material accepted subject to the approval of the Publisher.
We will invoice an advertising agency or representative although the client is ultimately responsible
for payment.
Graphic design services are complimentary for our advertisers. Multiple design consultations or work
performed for non-advertisers is available at the rate of $50 per hour.

Accepted by the Advertiser by ___________________________ Date ____________
(Owner / Manager)

Name_________________________________________________________________

Address______________________________________________________________

City______________________________________State__________Zip___________

Phone______________________________________E-Mail____________________

Accepted for the Publisher _________________________ Date ________________

PO Box 2056 Bluffton, SC 29910    Tel:(843) 757-9507    Fax:(843) 757-9506
www.blufftonsun.com
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Accepted by the Advertiser by ___________________________ Date ____________
(Owner / Manager)

Name__________________________________________________________

Address________________________________________________________

City________________________State__________Zip__________________

Phone_________________________E-Mail__________________________

Accepted for the Publisher ___________________________ Date ____________

P.O. Box 2056 Bluffton, SC 29910     Tel:(843) 757-9507     Fax:(843) 757-9506
www.hiltonheadsun.com
CREDIT APPLICATION

PO Box 2056, Bluffton, SC 29910

Acct No._______________ Date_______________
Rep.____________________
Incorporated
UNDER STATE LAWS OF____________________
WHEN
ESTABLISHED
KIND OF BUSINESS____________________
DUN & BRADSTREET
RATING____________________
MONTHLY CREDIT DESIRED
PHONE____________________

NAME, ADDRESS OF FIRM OR INDIVIDUAL AUTHORIZED TO PLACE ADVERTISING ON YOUR BEHALF

♢ Corporation ♢ Partnership ♢ Proprietorship ♢ Franchise

HOME ADDRESS OF CORPORATE OFFICERS, PARTNERS, OWNERS, ETC.
NAME 1 __________________ 2 __________________ 3 __________________
ADDRESS____________________________________________________________
CITY/STATE__________________________________________________________
PHONE______________________________________________________________
OTHER PLACES OF BUSINESS____________________________________________

CREDIT INFORMATION

Names and addresses of two or more firms with whom you have established Credit, Preferably other media

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

BANK REFERENCE

Kind of Account: ______ Regular Check ______ Special Checking ______ Savings ______ Loan ______
Name of Bank __________________ Branch __________________ Address __________________ Account No. __________________

Have you, or other firms operated by same Principals, advertised with us before? __________________________
If so, under what name? ____________________________________________
It is understood and agreed that all charges not paid and received within 30 days of billing date are subject to a periodic charge of 1 1/2% per month or 18% annually. __________________________

For Office Use

Signature & Title __________________________ Date __________________________

Credit Manager __________________________ Date Approved __________________________
AD INSERTION ORDER

Today's Date ___________________________          Sales Rep ________________________________

Advertiser _______________________________________________________________________________

Contact/Authorized Person ____________________________________________________________________

Phone ________________________  Fax ___________________________

Email ____________________________________________________________________________________

AD INFORMATION

New Ad          Pick-Up          Ad with Changes

Ad Size:  __ 1/16  ___ 1/8  ___ 1/4  ___ 1/2  ___ Full

___ Horizontal  or ___ Vertical    • ___ Color     or ___ B&W

Ad start date ___________________________      End Date ___________________________

Ad caption“ _________________________________________________________________”

Proof? _____________  To Whom _________________________________________________

(please have contact info above)

Pick-up ad issue date __________________________

Insert ____________ Quantity ____________ Zones(s) _______________________

Special Instructions ________________________________________________________________

BILLING INFORMATION

Amount received $ ________________________________

Payment method    Cash ____________  Credit approved ____________  Credit Card ____________

Credit Card Type    Visa   Master Card    # ________________________________

Person authorizing credit card _________________________________  Exp. Date ____________

Billing Address _________________________________________________________________

City ___________________________ State ______ Zip Code _______________________

Attention ____________________________  Tearsheet(s)? __________________
AD INSERTION ORDER

Today's Date ___________________________          Sales Rep _______________________________________
Advertiser _________________________________________________________________________________
Contact/Authorized Person ____________________________________________________________________
Phone _______________________________________  Fax ________________________________________
Email ____________________________________________________________________________________

AD INFORMATION

New Ad Pick-Up Ad with Changes
Ad Size:   ___ 1/16     ___ 1/8     ___ 1/4     ___ 1/2     ___ Full
         ___ Horizontal or ___ Vertical • ___ Color or ___ B&W
Ad start date ___________________________      End Date _________________________________________
Ad caption “ _______________________________________________________________________________
Proof? _____________  To Whom ______________________________________________________________
               (please have contact info above)
Pick-up ad issue date _______________________________________________________________________
Insert _____________ Quantity _________________ Zones(s) ______________________________________
Special Instructions _________________________________________________________________________

BILLING INFORMATION

Amount received $ ____________________________________________________________
Payment method    Cash _____________ Credit approved _____________ Credit Card _____________
Credit Card Type    Visa    Master Card    # ____________________________ Exp. Date _____________
Person authorizing credit card __________________________________________________________
Billing Address ________________________________________________________________
City ___________________________ State_________ Zip Code ____________________
Attention ________________________________________________________________ Tearsheet(s)? __________