

ONLINE AD RATES

Emailed Advertising Options

ATG Broadcast eNewsletters are deployed six times per year, 2-4 weeks after each print (or online) issue is published. The ATG Broadcast includes links to access the full text of each article appearing in that print (or online) issue and has an average open rate of 42% and a click through rate of 20%. You will provide a JPG, GIF, or PNG file (200k or less) along with the URL the ad should link to. Rates shown are based on the number of insertions in a 12-month period.

| Email / Newsletter Ad Size | 1X | 3X | 6X |
|----------------------------------------------------------------------------------------|-------|-------|-------|
| Leaderboard Banner 488 x 60 – top of newsletter limit 1 leaderboard ad per issue | \$725 | \$625 | \$525 |
| Vertical Banner 120 x 240 – right margin limit 1 vertical ad per issue | \$650 | \$550 | \$450 |
| Square Button 125 x 125 – right margin limit 3 button ads per issue | \$500 | \$425 | \$350 |

Closing Dates in 2021

| Issue | Ad Reservations | Artwork due Dates |
|------------------|-----------------|-------------------|
| February | Jan. 14, 2021 | Jan. 28, 2021 |
| April | March 11, 2021 | March 25, 2021 |
| June | May 13, 2021 | May 27, 2021 |
| September | August 12, 2021 | August 26, 2021 |
| November | Oct. 14, 2021 | Oct. 28, 2021 |
| December-January | Dec. 2, 2021 | Dec. 16, 2021 |

Stand Alone eBlasts are emails we deploy on your behalf to our ATG subscribers and Charleston Library Conference attendees. You will provide an HTML file 2 weeks prior to the deploy date, along with the subject line to be used. These are limited to 2 eBlasts per month and deploy on the 1st and 3rd Tuesdays of each month. The price is \$1,500 per eBlast.

ONLINE AD INSERTION ORDER

For Emailed Advertising Options

Advertiser Information

Contact Name _____

Company _____

Address _____

City, State, Zip _____

Phone _____

Email _____

ATG Broadcast eNewsletters — Select Issues and Ad Size

- February 2021 June 2021 November 2021
 April 2021 September 2021 December 2021 - January 2022

| QUANTITY | AD SIZE | 1X RATE | 3X RATE | 6X RATE | SUBTOTALS |
|----------|---------------------------------------------|---------------------------------|---------------------------------|---------------------------------|-----------|
| _____ | <input type="checkbox"/> Leaderboard Banner | <input type="checkbox"/> \$ 725 | <input type="checkbox"/> \$ 625 | <input type="checkbox"/> \$ 525 | \$ _____ |
| _____ | <input type="checkbox"/> Vertical Banner | <input type="checkbox"/> \$ 650 | <input type="checkbox"/> \$ 550 | <input type="checkbox"/> \$ 450 | \$ _____ |
| _____ | <input type="checkbox"/> Square Button | <input type="checkbox"/> \$ 500 | <input type="checkbox"/> \$ 425 | <input type="checkbox"/> \$ 350 | \$ _____ |

Please list the URL to which your ad should be linked _____

Stand Alone eBlasts — Select Month(s) and 1st or 3rd Tuesday Preference

- Feb. 21 1st or 3rd Tues. June 21 1st or 3rd Tues. Oct. 21 1st or 3rd Tues.
 Mar. 21 1st or 3rd Tues. July 21 1st or 3rd Tues. Nov. 21 1st or 3rd Tues.
 Apr. 21 1st or 3rd Tues. Aug. 21 1st or 3rd Tues. Dec. 21 1st or 3rd Tues.
 May 21 1st or 3rd Tues. Sept. 21 1st or 3rd Tues. Jan. 22 1st or 3rd Tues.

QUANTITY _____ eBlast(s) \$1500 each **SUBTOTAL** \$ _____

*HTML files must be received 2 weeks prior to the selected deploy date for all eBlasts.
Sorry, no exceptions. eBlasts canceled with less than 4 weeks notice will be billed at half rate.*

TOTAL DUE \$ _____

Bill To Address (if different from above) _____

Authorized Signature _____ Date _____

To Submit Insertion Order Forms, Artwork Files, or Request Additional Information

Contact: Toni Nix, Ads Manager. Email: <justwrite@lowcountry.com>.

Phone: 843-835-8604. Fax: 843-835-5892.

ONLINE AD RATES

Website Advertising

ATG Home Page Ads

One Leaderboard Banner position (728 x 90 pixels) is available. You provide a JPG, GIF, or PNG file (200k or less) along with the URL the ad should link to. Rate is \$800 for 120 days.



Charleston Conference Home Page Ads

One Leaderboard Banner position (728 x 90 pixels) is available. You provide a JPG, GIF, or PNG file (200k or less) along with the URL the ad should link to. Rate is \$800 for 120 days.

Charleston Hub Website Ads

One Leaderboard Banner position (728 x 90 pixels) is available on the home page. You provide a JPG, GIF, or PNG file (200k or less) along with the URL the ad should link to. Rate is \$800 for 120 days.

One right side Button position (300 x 250 pixels) is available which appears on most secondary pages within the Charleston Hub website. You provide a JPG, GIF, or PNG file (200k or less) along with the URL the ad should link to. Rate is \$800 for 120 days.



ONLINE AD RATES

Website Advertising

Advertiser Information

Contact Name _____

Company _____

Address _____

City, State, Zip _____

Phone _____

Email _____

Charleston Hub Website Ads

| POSITION | SIZE | START DATE | END DATE | RATE |
|----------|------|------------|----------|------|
|----------|------|------------|----------|------|

Against the Grain

Home Page Leaderboard Banner _____ \$ 800
(728 x 90 pixels / 200k or less / 120 days)

Charleston Conference

Home Page Leaderboard Banner _____ \$ 800
(728 x 90 pixels / 200k or less / 120 days)

Charleston Hub

Home Page Leaderboard Banner _____ \$ 800
(728 x 90 pixels / 200k or less / 120 days)

Secondary Pages Right side Button _____ \$ 800
(300 x 250 pixels / 200k or less / 120 days)

JPG, GIF, or PNG files must be received 2 weeks prior to the start date. Sorry, no exceptions.

Please list the URL to which your ad should be linked _____

TOTAL DUE \$ _____

Bill To Address (if different from above) _____

Authorized Signature _____ Date _____

To Submit Insertion Order Forms, Artwork Files, or Request Additional Information

Contact: Toni Nix, Ads Manager. Email: <justwrite@lowcountry.com>.

Phone: 843-835-8604. Fax: 843-835-5892.