

Classified Advertising Rates

Display Ads Open Rate

Days	Daily	Sunday	Line Ads Open Rate	Daily	Sunday
2	\$26.40	\$28.10	\$2.64	\$2.81	
3	24.40	26.00	2.44	2.60	
7	23.10	24.30	2.31	2.43	
10	23.10	24.30	2.31	2.43	
14	23.10	24.30	2.31	2.43	
30	21.40	22.80	2.14	2.28	

Employment Rate Open Rate

Days	Daily	Sunday	Line Ads Open Rate	Daily	Sunday
2	\$37.60	\$39.80	\$3.76	\$3.98	
3	34.90	36.70	\$3.49	3.67	
7	31.10	34.50	3.11	3.45	
10	31.10	34.50	3.11	3.45	
14	31.10	34.50	3.11	3.45	
30	30.40	32.10	3.04	3.21	

Yearly Contract Rates

Display Ads			Line Ads	
Level	Daily	Sunday	Daily	Sunday
3 Lines	\$17.40	\$18.50	\$1.74	\$1.85
96 Inch	17.10	18.10	1.71	1.81
180 Inch	16.60	17.60	1.66	1.76
480 Inch	15.70	16.60	1.57	1.66
Classified Buzz 3.00			.30	

3 month contract/6% additional.

Yearly Contract Employment Rates

Display Ads			Line Ads	
Level	Daily	Sunday	Daily	Sunday
3 Lines	\$24.40	\$27.00	\$2.44	\$2.70
96 Inch	24.20	25.70	2.42	2.57
180 Inch	23.60	25.00	2.36	2.50
480 Inch	22.10	23.50	2.21	2.35
Classified Buzz 4.40			.44	

3 month contract/6% additional.

National Advertising Rates

Display Ads			Line Ads	
Days	Daily	Sunday	Daily	Sunday
1	\$39.20	\$41.40	\$3.92	\$4.14

National Advertising Employment Rates

Display Ads			Line Ads	
Day	Daily	Sunday	Daily	Sunday
1	\$43.50	\$46.00	\$4.35	\$4.60

Non-Profit Rates

Display Ads			Line Ads	
Days	Daily	Sunday	Daily	Sunday
1	\$17.40	\$18.50	\$1.74	\$1.85

Non-Profit Employment Rates

Display Ads			Line Ads	
Day	Daily	Sunday	Daily	Sunday
1	\$24.40	\$27.00	\$2.44	\$2.70

Lake Wylie Pilot, Fort Mill Times and Enquirer-Herald

Display Ads		Line Ads
Commercial	\$34.20	\$3.42
Family	19.60	1.96
Pickup from Herald	8.50	
Notice to Creditors	65.00	
Beer & Wine	195.00	
Legal	15.00	

Legal Advertising Display Ads

Daily	\$18.20/pci	Sunday	\$19.24/pci
Notice to Creditors	\$65	Beer & Wine Notice	\$195

Career-Builder

7 Days	\$100	30 Days	\$150
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Job Packs Available.