

# The Daily Reflector

reflector.com

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## CONTRACTS AND COPY REGULATIONS

**COPY:** The Daily Reflector reserves the right to reject any and all advertising copy that, in its opinion, is objectionable.

**ERRORS:** In case of errors in copy for which it is responsible, The Daily Reflector will announce correction in the earliest possible edition, without charge to the advertiser. The Daily Reflector will not be responsible for typographical errors beyond the cost of the space occupied by the item plus a proportionate space for the signature. In cases of an ad running on multiple dates, The Daily Reflector will only be responsible for errors appearing on the original print date. The Daily Reflector shall not be held liable for any non-insertion of any advertisement beyond the amount paid for such advertisement.

**TRANSFER:** The rights and privileges of an advertiser signing an agreement with The Daily Reflector may not be transferred to another advertiser.

**THIRD PARTY FEES:** The Daily Reflector is not responsible for any third party fees or charges without Publisher's prior approval.

**ASSIGNMENT:** For value received, advertiser hereby assigns to The Daily Reflector all right, title and interest to all layouts of advertising placed with The Daily Reflector which represents the creative effort of the newspaper and - or utilization of its own illustrations, labor, composition or material. Advertiser understands that because of said assignment he cannot authorize photographic or other reproduction of any such advertising layout appearing in The Daily Reflector, in any other publication without the express written consent of The Daily Reflector. It is further understood that this assignment does not preclude Advertiser from supplying to other publications similar or identical material or information for production of advertisements by such publications, or from suggesting the content or form of such advertisement.

**PAYMENT:** Contract rates are net, predicated on payment in full by the 15th of the month following publication. Delinquent accounts are subject to monthly finance charges of 1.5 percent of the unpaid balance. Past due accounts greater than 60 days will have credit suspended until the account is brought up to date. Failure to make payment is sufficient cause for cancellation of the contract. Advertiser agrees to pay all costs and fees incurred by publisher in collecting bills due from advertiser and enforcing publisher's rights under this agreement.

**TAXES:** In the event any tax is imposed on newspaper advertising, such tax or taxes shall be added to all rates and paid by the advertiser.

**CIRCULATION** - The Daily Reflector is audited by the Audit Bureau of Circulation (ABC). Reports available upon request.

## COMMISSION AND CASH DISCOUNT

Contract rates are net, predicated on payment in full by the 15th of the month following publication. Delinquent accounts are subject to monthly finance charges of 1.5 percent of the unpaid balance. Past due accounts greater than 45 days will have credit suspended until the account is brought up to date. Failure to make payment is sufficient cause for cancellation of the contract. Advertiser agrees to pay all costs and fees incurred by publisher in collecting bills due from advertiser and enforcing publisher's rights under this agreement.

## ROP RATES

Open Rate Mon.-Sat. **\$18.30**; Sun. **\$19.70** Per Column Inch

### YEARLY BULK RATES

INCHES PER YEAR	MON.-SAT. RATE PER INCH	SUNDAY RATE PER INCH
180.....	<b>15.12</b>	<b>16.65</b>
375.....	<b>13.77</b>	<b>15.24</b>
750.....	<b>13.19</b>	<b>14.64</b>
1500.....	<b>12.64</b>	<b>14.03</b>
3000.....	<b>12.31</b>	<b>13.53</b>
5000.....	<b>12.00</b>	<b>13.08</b>
7500.....	<b>11.34</b>	<b>12.51</b>
10,000.....	<b>10.90</b>	<b>12.06</b>
15,000.....	<b>10.45</b>	<b>11.67</b>
20,000.....	<b>10.05</b>	<b>11.29</b>

Charity 501-3C Tax Numbers. . . . Daily **\$15.12**, Sunday **\$16.65**  
(Subject To Approval)

### WEEKLY FREQUENCY RATES

TERM	MIN. AD SIZE	MON.-SAT. RATE	SUNDAY RATE
13 Weeks	3"	<b>16.55</b>	<b>18.08</b>
	6"	<b>16.25</b>	<b>17.80</b>

## COLOR ADVERTISING RATES

No minimum size. ANPA colors. Use black and white space rates plus the following charge:

(Charges In Addition To Regular Space Rates)

One Color & Black .....**\$225**  
Multi Color & Black.....**\$325**

# PREPRINTED INSERT REQUIREMENTS NEEDED FOR FULL RUN

(FIGURES INCLUDE FOR SPOILAGE)

Sunday.....	27,000
Wednesday.....	25,000
Daily.....	24,000
Another Look.....	10,500

# PREPRINTED INSERT

## RATES PER THOUSAND

Single Sheet	41.00
4 tabloid pages	46.75
8 tabloid pages	48.75
12 tabloid pages	51.75
16 tabloid pages	54.75
20 tabloid pages	57.75
24 tabloid pages	60.75
28 tabloid pages	63.75
32 tabloid pages	66.75
36 tabloid pages	69.75
40 tabloid pages	72.75

Frequency contract discounts are available.

Preprinted inserts are billed according to their tab page equivalence.

Finished size of preprints should be no larger than 11"x12".

Per thousand costs are applied to the average daily or Sunday net paid circulation according to the latest annual ABC report or Publishers Statement of circulation and rounded to the nearest dollar. All circulation figures are subject to quarterly reviews and adjustments due to increases and/or decreases in circulation. This will not alter the stated cost per thousand.

The above rates per thousand apply to full run distribution daily or Sunday. Special zoned distribution rates available upon request.

Rates are available upon request for odd sizes or sizes larger than 40 tab pages.

# #1 SOURCE FOR ADVERTISING

**61%**  
The Daily Reflector / Reflector.com - 59,700

**11%**  
Cable TV - 11,200

**3%**  
Radio - 3,400

61% of area adults cited **The Daily Reflector** - in print or online - as their primary advertising source, more than five times as many as the closest competitors.

Base: Adults who gave advertising sources - 88,000. 2006 MORI Research - Greenville Market Study

# ANOTHER LOOK

A weekly total market publication, Another Look is delivered free, city wide, by carrier to 10,500 non-subscribers of The Daily Reflector every Wednesday. Delivery will be verified by telemarketing and in person.

**Another Look also has a classified section for those individuals looking to buy or sell personal items.**

# RATES

**\$4.35 Per Column Inch**

Advertising published in The Daily Reflector may be repeated in Another Look at the above rate.

Ads using Another Look only will be charged regular Daily Reflector rates.

# ANOTHER LOOK COLOR RATES

No minimum size. ANPA colors. Use black and white space rates plus the following charge:

(Charges In Addition To Regular Space Rates)

One Color & Black.....	<b>\$115</b>
Multi Color & Black.....	<b>\$155</b>

# ANOTHER LOOK PREPRINTED INSERT

## RATES PER THOUSAND

These rates apply when an insert is used in The Daily Reflector and then repeated in Another Look. Inserts using Another Look only will be billed at regular preprinted insert rates. Based on 10,500 inserted circulation.

Single Sheet.....	<b>36.00</b>
4 tabloid pages.....	<b>41.75</b>
8 tabloid pages.....	<b>43.75</b>
12 tabloid pages.....	<b>46.25</b>
16 tabloid pages.....	<b>48.75</b>
20 tabloid pages.....	<b>51.25</b>
24 tabloid pages.....	<b>53.75</b>
28 tabloid pages.....	<b>56.25</b>
32 tabloid pages.....	<b>58.75</b>
36 tabloid pages.....	<b>61.25</b>
40 tabloid pages.....	<b>63.75</b>

Zoned preprint rates available upon request.

# REVISIONS OR CHANGES

Advertising cancelled or revised after 10 a.m. on the day prior will be charged at the publisher's discretion.