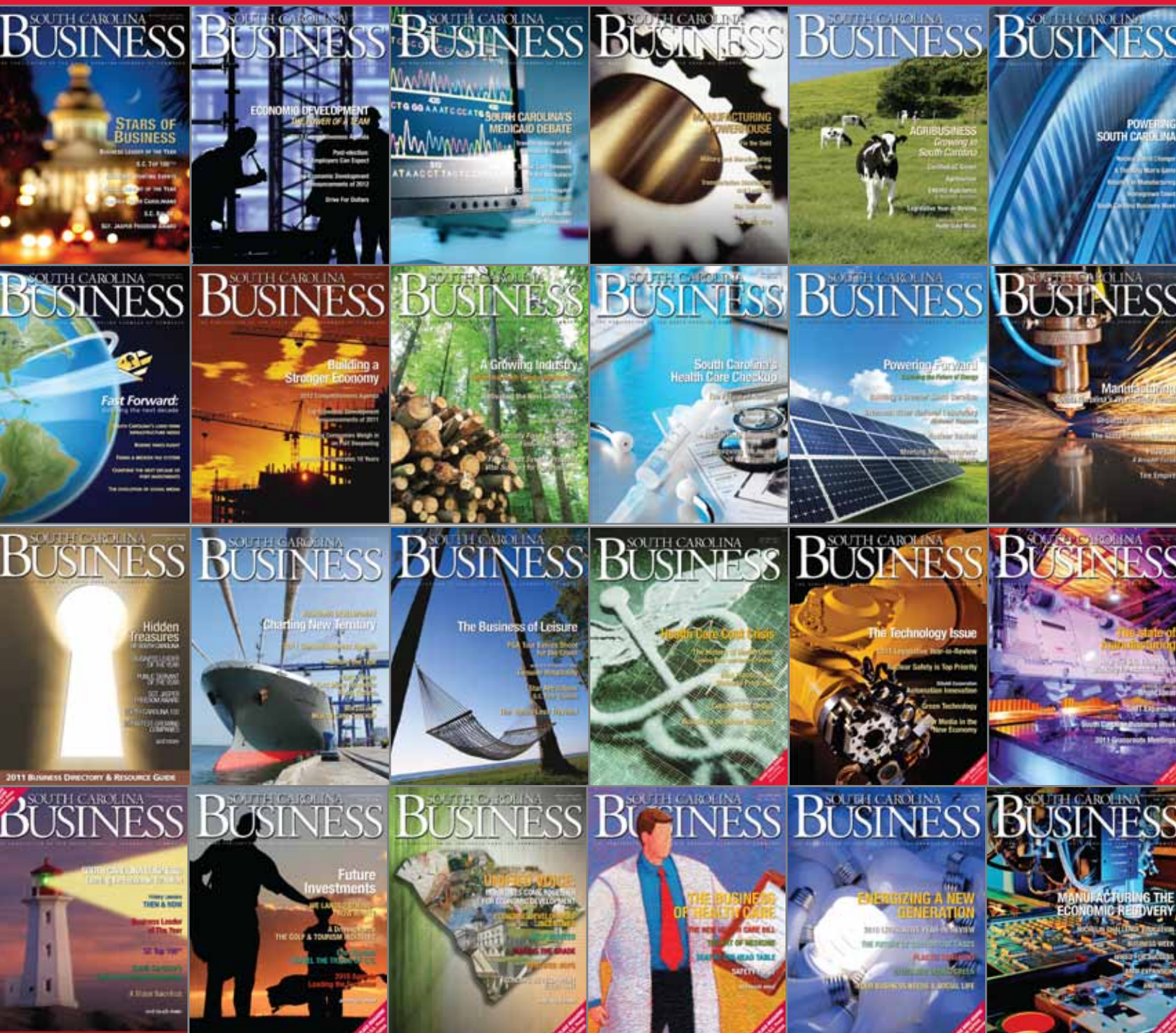


2014

RATE CARD



When your message needs
to reach the largest audience
and most influential,
there is only one choice:
*South Carolina
Business.*
The magazine of choice
for South Carolina's top
executives.

Direct mailed to decision
makers of South Carolina
Chamber member companies.
5,500 copies per issue,
with an estimated readership
of more than **25,000**
per issue.

South Carolina Business magazine is the definitive source for news and public affairs on issues impacting the regional, domestic and international competitiveness of businesses across the Palmetto State.

For more than 35 years, *South Carolina Business* has captured the essence of South Carolina's business community.



It continues to document the mechanics of progress while putting a human face on compelling business and economic issues. Now a bimonthly publication, with an expanded edition in November, the magazine's potential to leverage business-to-business communications, networking and outreach is limitless.

READERSHIP BREAKDOWN

40% are chairman, president, CEO, GM or owner
of a company

35% are involved in service industries

30% are involved in manufacturing

15% are involved in professional services

SOUTH CAROLINA BUSINESS

2014 EDITORIAL CALENDAR

1ST PLACE MAGAZINE 2013 S.C. PRESS ASSOCIATION

2013 SCSAE BEST IN BUSINESS

SILVER WING AWARD 2012 SCPRSA MERCURY AWARDS

January/February: **ECONOMIC DEVELOPMENT**

This issue will feature the 2014 *Competitiveness Agenda*, the business community's annual list of legislative priorities, and its impact on economic development. It will also focus on the link between economic development and a skilled workforce, sound infrastructure, overreaching regulations and other key drivers.

March/April: **EDUCATION AND WORKFORCE DEVELOPMENT**

The education and workforce development issue will focus on South Carolina businesses that are committed to improving education in the state and cultivating a strong future workforce. All across the state, businesses large and small are donating time, money and other resources to partner with area schools to create a more effective workforce. This edition will also examine transforming South Carolina's education system to meet the demands of a global marketplace.

May/June: **MANUFACTURING**

With more than 5,000 manufacturing operations in the state, manufacturing is one of the largest industries in South Carolina. This issue will focus on ways to remain globally competitive in manufacturing and legislative priorities for the manufacturing industry.

July/August: **AGRIBUSINESS**

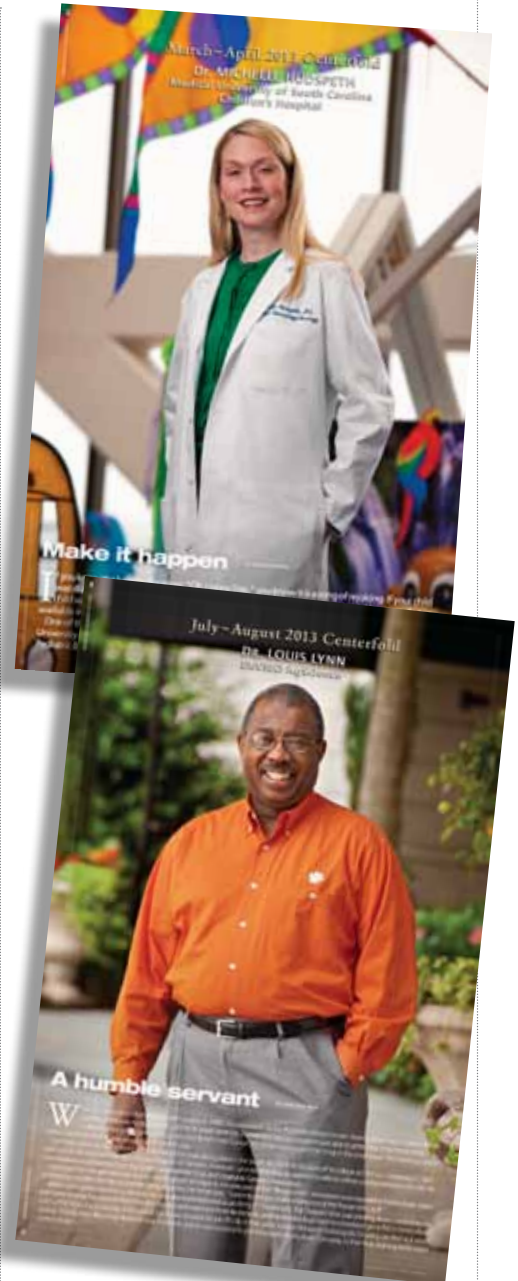
With an economic impact of nearly \$34 billion, agribusiness is a vital industry in South Carolina, providing almost 200,000 jobs. This issue will spotlight innovative agribusiness technology and the future of agribusiness in the Palmetto State.

September/October: **ENERGY**

October is National Energy Action Month, and this issue will take a closer look at nuclear energy, the use of renewable energies and sustainable development practices throughout the state. This issue will also focus on future energy needs as South Carolina's population continues to expand.

November/December: **THE ANNUAL EXPANDED ISSUE**

The annual expanded edition includes profiles on the Business Leader of the Year, Public Servant of the Year and the Sgt. William Jasper Freedom Award winner. It also features annual business rankings, including the South Carolina 100™, which tracks the largest privately held companies, and the Big 50®, which highlights South Carolina's largest employers.



Every issue of *South Carolina Business* spotlights a Business Centerfold, a business leader or entrepreneur whose creativity, savvy economic strategy and specialized skills are improving the quality of life in South Carolina.

Editorial content subject to change.

SOUTH CAROLINA BUSINESS

RATES & SPECIFICATIONS

GUARANTEED POSITION:
10% of ad rate.

PRODUCTION:
Assistance available.
Prices quoted upon request.

All advertising rates are net and do not include artwork and/or production services.

* THE PRICE REFLECTS THE RATE PER ISSUE.

RATES *

AD SIZE	1X	2X	3X	4X	5X	6X
2-Page Spread.....	4815	4566	4320	4074	3828	3582
Full Page.....	2760	2619	2475	2332	2188	2045
2/3 Page.....	2148	2033	1917	1804	1686	1573
1/2 Page Island.....	1892	1793	1694	1597	1497	1399
1/2 Page.....	1635	1553	1471	1389	1307	1225
1/3 Page.....	1225	1153	1081	1010	938	866
1/4 Page.....	815	774	733	692	651	610
PREMIUM POSITION... 1X	2X	3X	4X	5X	6X	
Back Cover.....	3690	3506	3321	3137	2952	2762
Inside Front Cover.....	3444	3270	3096	2921	2747	2573
Inside Back Cover.....	3172	3008	2884	2680	2516	2352
Page 1.....	3172	3008	2884	2680	2516	2352
Page 5.....	3172	3008	2884	2680	2516	2352

Rates are subject to change.

TO RESERVE YOUR SPACE OR FOR ADDITIONAL INFORMATION, CONTACT:

**ACCOUNT MANAGER
SALES**

Deidre Macklen
803.318.3923
macklenj@bellsouth.net

**GENERAL INQUIRIES
SALES**

Tim McKeever
803.256.3010
ideas@tmcadesign.com

MECHANICAL/PREPRESS REQUIREMENTS

South Carolina Business magazine is printed sheet-fed on 80# matte enamel stock at 175 line screen. Trim size is 8½" x 11".

ALL advertising material used in *South Carolina Business* must meet the following mechanical and prepress requirements:

Press optimized, Acrobat PDF/X-1a compliant files are the preferred format for final artwork.

Ads are to be submitted as HIGH RESOLUTION PDF or JPEG files.

Submit ads at 350 LPI RESOLUTION.

Submit ads as CMYK files.

All ads must have BLEED, CROP AND TRIM MARKS INDICATED.

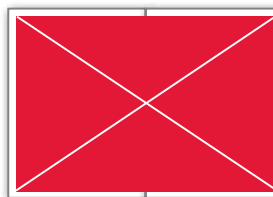
All ads must have COLOR BARS.

Submit ads files to:

ideas@tmcadesign.com,

or contact us for FTP server login.

Sizes and Specifications



2-PAGE SPREAD
Bleed 17.25" x 11.25"
Non-Bleed 16" x 10"



FULL PAGE
Bleed 8.75" w x 11.25" h
Non-Bleed 7" w x 10" h



2/3 PAGE VERTICAL
4.625" w x 10" h



1/2 PAGE VERT. (Island)
4.625" w x 6.5" h



1/2 PAGE HOR.
7" w x 5" h



1/3 PAGE SQUARE
4.625" w x 5" h



1/3 PAGE VERT.
2.125" w x 10" h



1/4 PAGE
3.4375" w x 5" h

SOUTH CAROLINA BUSINESS

2014 RESERVATION & CLOSING DATES

ISSUE/EDITION	AD SPACE CLOSING	AD MATERIALS DUE
JANUARY/FEBRUARY: ECONOMIC DEVELOPMENT	December 16, 2013	December 23, 2013
MARCH/APRIL: EDUCATION AND WORKFORCE DEVELOPMENT	February 14, 2014	February 20, 2014
MAY/JUNE: MANUFACTURING	April 18, 2014	April 23, 2014
JULY/AUGUST: AGRIBUSINESS	June 16, 2014	June 23, 2014
SEPTEMBER/OCTOBER: ENERGY	August 18, 2014	August 22, 2014
NOVEMBER/DECEMBER: THE EXPANDED ISSUE	September 22, 2014	October 9, 2014

Published Closing Dates subject to change.

PRINT TERMS/ACCEPTANCE & COPY AUTHORIZATION

South Carolina Business magazine is published by Converging Media LLC as agent and by agreement with the South Carolina Chamber of Commerce. The name and reputation of the South Carolina Chamber of Commerce and Converging Media are important assets, which we will not allow to be damaged. Therefore the following print terms, acceptance and copy authorization apply to the advertising service agreement.

- **TERMS:** All print media advertising accounts are pre-billed prior to mailing of the current issue. Payments for advertising and related charges are due upon receipt of invoice. Cash discounts are not available.
- **COPY ACCEPTANCE:** Publisher reserves the right to reject any advertising. Any reference to publications in advertising, promotions or merchandising by advertisers are subject to publisher's approval.
- **COPY AUTHORIZATION:** All advertisements are accepted and published upon the representation that the advertiser and/or the agency is authorized to publish the entire

contents and subject matter contained in that ad. In consideration of the publisher's acceptance of such advertisement, the advertiser and/or agency will indemnify and hold the South Carolina Chamber of Commerce and Converging Media LLC harmless from and against any loss or expense resulting from claims or lawsuits for defamation, libel, violation of privacy, plagiarism or copyright infringement. Publisher is not responsible for errors in provided advertising materials and/or copy or key numbers.

- **CANCELLATIONS:** *South Carolina Business* magazine – in writing, 60 days prior to published closing date.

- **INFORMATION & SHIPPING:** E-mail or fax all written space reservations, insertion orders, request for ad production assistance and final advertising material to:

DEIDRE MACKLEN
CONVERGING MEDIA LLC
SOUTH CAROLINA BUSINESS MAGAZINE
E-mail: macklenj@bellsouth.net
Fax: 803.781.4041

or E-mail ad materials to:
ideas@tmcadesign.com

or contact us for FTP server access.

For assistance contact:

DEIDRE MACKLEN
PHONE: 803.318.3923 • FAX: 803.781.4041
E-MAIL: macklenj@bellsouth.net

TIM MCKEEVER
PHONE: 803.256.3010 • FAX: 803.252.0424
E-MAIL: ideas@tmcadesign.com

TO RESERVE YOUR SPACE CONTACT:

ACCOUNT MANAGER / SALES
Deidre Macklen
803.318.3923
macklenj@bellsouth.net

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FOR THE MEMBERSHIP OF THE



1301 GERVAIS STREET / SUITE 1100
COLUMBIA, SOUTH CAROLINA 29201
800.799.4601 / SCCHAMBER.NET

For additional information, to reserve space, or to inquire about bundle opportunities for print and online, contact Deidre Macklen at 803.318.3923, macklenj@bellsouth.net or Tim McKeever at 803.256.3010, ideas@tmcadesign.com