



CELEBRATE HILTON HEAD! BLUFFTON & BEYOND!

## 2009 Advertising Rates & Program Specifics

### CIRCULATION

**Total Circulation: 47,000 Monthly**

#### Break down

- **28,000** Mailed to Residents of HHI and Bluffton ( 6,000 paid subscriptions)
- **9,000** Magazine Stands located in high traffic areas
- **10,000** Magazines:

- @ Hotels
- @ Short term rentals
- @ Timeshare Companies

Ask your sales representative for specific distribution locations.

### BUSINESS PARTNER PROGRAM RATES



Size	12x	6x
<b>Full</b>	\$1,400	\$1700
<b>Half</b>	\$765	\$950
<b>Third</b>	\$595	\$650
<b>Quarter</b>	\$420	\$525

All ads are Full Color

#### New Size!

	12x	6x
<b>Ninth</b>	<b>\$200</b>	<b>\$250</b>

These ads will be placed in a special discount section in the back of the magazine.

- Must have credit card on file
- No feature Story

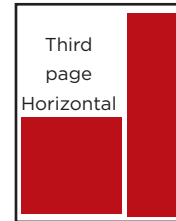
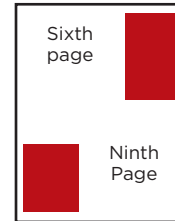
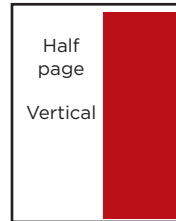
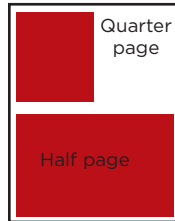
#### 12 Month Business Partner Program Includes the following:

- (1) Ad to run **exclusively** in C2 magazine. (see page 4)
- Web Link on celebratehiltonhead.com (content to be provided by advertiser)
- **(4) Ad Changes -design fees apply for all other changes.**
- (1) Feature Article in C2 magazine.  
(Advertiser must have six months of advertising completed and be current with payments.)
- (1) Adlet in C2 Online Newsletter

#### 6 Month Business Partner Program Includes the following:

- (1) Ad to run **exclusively** in *Celebrate Hilton Head* magazine. (see page 4)
- Web Link on celebratehiltonhead.com (Advertiser is responsible for e-mailing content to C2-ask your rep)
- **(2) Ad Changes-design fees apply for all other changes.**

**Business Partners must provide a discount to C2 visitor and the Diamond Club card holders. This discount *must* be included in all C2 ads.**



Third page Vertical

**10%**

off rates for pre-payment on a 6 or 12 month contract.

### GENERAL ADVERTISING RATES

Size	12x	6x	1x
<b>Full</b>	\$1,700	\$2,000	\$2,500
<b>Half</b>	\$950	\$1,200	\$1,500
<b>Third</b>	\$750	\$900	\$1,300
<b>Quarter</b>	\$550	\$650	\$900
<b>Sixth</b>	\$405	\$500	\$600

All ads are Full Color

General Advertisers do not offer a discount

**Celebrate Hilton Head Online!**



Event listing →

Adlet →

**Celebrate Hilton Head Online is our monthly online newsletter. Each issue is e-mailed to 10,000 subscribers a month.**

**Adlets**

**\$200**

This includes 30 word description of your company along with a link to your website!

**Event Listing**

**\$100**

Do you have an upcoming event you need to promote? Our online newsletter reaches over 10,000 locals each month.

**E-Blasts**

**\$800**

We will send your event/ad/content to our list of over 10,000 subscribers.

**Free C2 card to Island Visitors**

**70%** Almost 70% of our Island guests are repeat visitors to HHI. This discount card has been handed to them at check in for over 8 years. They ask for it!

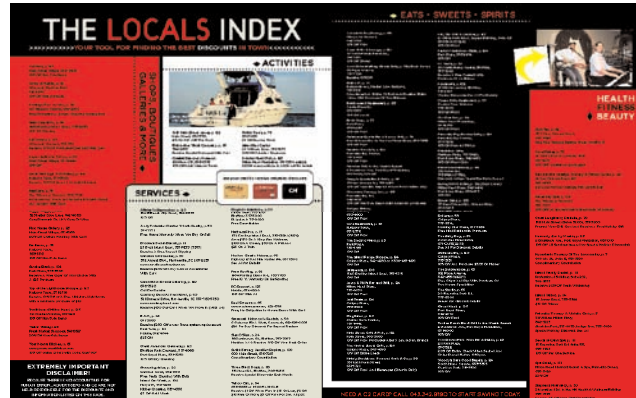


**\* 10,000 - 15,000**  
Each Month Delivered to Long & Short Term Rental Agencies, Timeshares and Hotels!

Get the card in the magazine



Find the Local Deals!



## Production Specifications

### Double Page Spread with bleed:

16.475 X 11.125

**Full Page -with Bleed** (preferred with bleed)  
8 5/8" x 11 1/8" 8.625 x 11.125

**Full Page - No Bleed**  
7 3/8" x 9 7/8" 7.375 x 9.875

**Two Thirds Page - Vertical**  
4 7/8" x 9 7/8" 4.875 x 9.875

**Half Page - Horizontal**  
7 3/8" x 4 7/8" 7.375 x 4.875

**Half Page - Vertical**  
3 5/8" x 9 7/8" 3.625 x 9.875

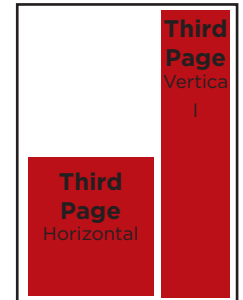
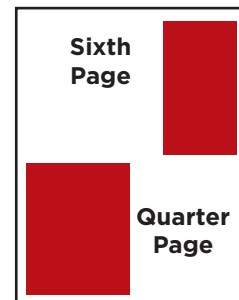
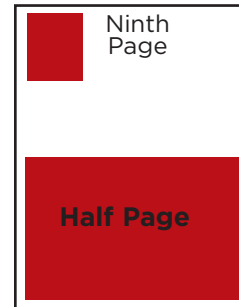
**Third Page - Square**  
4 7/8" x 4 7/8" 4.875 x 4.875

**Third Page - Vertical**  
2 3/8" x 9 7/8" 2.375 x 9.875

**Quarter Page - Vertical**  
3 5/8" x 4 7/8" 3.625 x 4.875

**Eighth Page - Horizontal**  
3 5/8" x 2 3/8" 3.625 x 2.375

**Sixth Page - Vertical**  
2 3/8" x 4 7/8" 2.375 x 4.875



For bleeds, it is suggested that all sensitive content be kept .25" away from trim

**Ninth Page-**

2.583 x 3.444

**> New Size**

### Computer Generated Art

Celebrate Hilton Head accepts computer generated advertising on CD saved in Macintosh format. Be sure to include with your CD the following: your name and phone number, all font file used in the ad, images and a hard copy. IF FONT FILES ARE NOT INCLUDED - CH2 WILL SUBSTITUTE. Ads must be created in any of the following programs: Quark, Illustrator, Photoshop, Indesign and must be at **300 dpi** or greater. For further instructions, call our production department at (843) 342-9717.

### Electronic Submissions:

E-mail submissions must be sent in PDF or flattened TIFF format to:

k.stroud@celebratehiltonhead.com.

### FTP Site Information

ftp://celebratehiltonhead.com/

User: chuser

Password: ftpguest

### Ad Services & Deadlines

- Reservation for insertion is required by the 1st of the month prior to publication.
- **Deadline** for ads is the **5th of the month prior** to publication.
- If you do not have a print advertisement for your business, we can create one for you. You must provide the following information to our graphic designers:
  - Text/photos for ad
  - Your logo (High resolution- 300 dpi or higher)
  - Your Celebrate Hilton Head cardholder discount ( if applicable)
  - Phone number, address and website

•The first ad creation will be free of charge with a signed contract to advertise in CH2 magazine. Once ad is created you may have two FREE proof corrections. Any proof corrections after your first two will result in billing of \$75 per hour -our graphic design fee.

• Proof corrections must be received by proof correction deadline if corrections are to be made; otherwise, advertising will be inserted as per proof copy. For minor corrections, call the proof correction phone number indicated on your ad proof. For major corrections, return the proof with corrections indicated in writing.

Late copy may be accepted at publisher's option. If accepted, no proofs will be provided and no responsibility will be assumed for errors.

**All print advertisements created by C2 and photographs taken by C2 or one of their representatives are property of Celebrate Hilton Head magazine.**

**We do not share original artwork without a fee. If you are requesting a copy of your advertisement for print in another publication or reproduction of any kind, the fee schedule is as follows:**

**1/4 Page Ad = \$200  
1/2 Page Ad = \$400  
Full Page Ad = \$600**

**Other sizes are up to the discretion of C2.**

**Payment for first ad is required in full at time of contract signing.**

**If you submit a print ad and it is not up to standard, work required to make submitted art meet our quality standards will be subject to a graphic design fee of \$75 per hour.**

**Photography**

Photography service can be scheduled for our advertisers; rates available on request.

**Feature Article in C2 magazine.**

If you sign a 1 year contract under the Business Partner Program rates we will write a feature article about your place of business. We will arrange to take photographs, and put a C2 writer in touch with you for an interview at least two weeks prior to deadline. If you fail to contact the writer or do not make your business available for the photographer, you forfeit your right to have article published about your business.

**Photographs and article copy will not be shown to you before article goes to print. There are no exceptions to this rule. Please be confident in the fact that our main objective is to help your business succeed and will never portray you in a negative light.**

Additional copies of your article are available upon request for a fee.

**Acceptability**

The subject matter, form, size, wording, illustrations and typography of all advertising is subject to the approval of the publisher. Celebrate Hilton Head reserves the right to reject any advertisement submitted, or to modify, or edit such advertisements for any reason.

**Commissions**

Business Partner Program rates are net. All other rates are gross. 15% commission allowed for agencies on gross rates. Agency commission to accredited or recognized advertising agency only.

**Policy**

Advertising submitted must be truthful and in good taste. Advertising must be in compliance with local, state and federal laws. Advertiser warrants that advertising submitted is not defamatory, derogatory, or deceptive and that it does not infringe on trademark, copyright, privacy or any other rights of others. We reserve the right to revise, reject or cancel without notice and at any time any advertising considered in bad taste, offensive or detrimental to the public, to another advertiser or to this magazine. The advertiser assumes full liability for advertising content and agrees to indemnify and hold harmless the publisher from all claims, suits and related costs arising by reason of any advertisement. Advertiser assumes responsibility for checking ad copy the first day of publication and notifying Celebrate Hilton Head of any error or omission. If we are at fault, we will run corrected ad the following month in which an error occurs that materially affects the value of the ad. We are not responsible for errors appearing in advertising placed after the deadline and, therefore, too late for proofs to be submitted, nor for errors which the advertiser failed to mark for correction on a proof. We assume no other financial responsibility for such errors or omissions. Advertisers will be given thirty (30) days advance notice of any rate change.. Celebrate Hilton Head accepts alcoholic beverage and tobacco advertising. All claims for billing adjustments due to errors must be made within 30 days from the scheduled date of publication. No adjustments will be made after 60 days.

**Position**

Celebrate Hilton Head will make every effort to accommodate position requests. However, due to mechanical limitations, we do not guarantee all positions, nor is advertising accepted for publication subject to position. Celebrate Hilton Head will not issue a billing adjustment or discount based on the ad not being placed in a specific position within a section as requested. Back cover requests can be accommodated with a 20% premium charge, when available. Other page requests can be accommodated with a 15% page premium charge, when available. Further information is available from your account executive.

**Payment/Credit Application**

Credit for advertisers is dependent upon approval of a completed New Account Application form. Until such approval, cash with copy is required. A late charge of 1.5%

## Advertising Agreement General Terms and Conditions

(18% annual percentage rate) will be assessed on any balance remaining unpaid 30 days or more from billing date. No allowance made for errors that do not materially affect the value of the advertisement.

### 1. Rejection of Ad Copy

Publisher reserves the right to reject any ad copy submitted or to modify or edit such ad copy for any reason including, but not limited to, slanderous or other objectionable content.

### 2. Indemnification

Advertiser and Advertising Agency (if any) assume liability, jointly and severally, for the form and content of all advertisements published (including text, illustrations and photographs) and also assume full responsibility for any and all claims, actions or damages arising there from. Advertiser and Advertising Agency agree, jointly and severally, to indemnify and hold Publisher harmless from all claims, actions or damages arising from or caused by publication of any advertisement placed by Advertiser, including but not limited to claims for libel, defamation, invasion of privacy, copyright, trademark or trade name infringement or violation or other claim based on intellectual property laws, unfair business practices, or false advertising. Advertiser and Advertising Agency further agree, jointly and severally, to reimburse Publisher for all settlement of claims or satisfaction of judgments, together with all expenses incurred in connection with the defense of such claims including attorney's fees and costs of litigation. Without limiting the generality of the foregoing, Advertiser and the Advertising Agency represent and warrant that any copy submitted is truthful and in compliance with all applicable laws and regulations.

### 3. Errors and Omissions

Publisher shall not be liable for any error in published advertising unless a proof of advertisement to be published is requested in writing by the Advertiser and returned to Publisher clearly marked for corrections prior to the applicable publishing deadline established by Publisher. If an error occurs in published advertising which was properly corrected by the advertiser on the advertising proof, Publisher's liability for such an error shall be limited to the cost of the advertising space occupied by the error. Publisher shall not be liable for omission of an advertisement submitted for publication except that Publisher shall credit Advertiser with the value of the omitted advertising space already paid for. Any rescheduled run of the omitted advertisement shall be at Advertiser's cost. Credit or adjustment is allowable for the first insertion only. All claims for adjustments for errors or omitted advertising must be made within thirty (30) days from the scheduled date of publication. Publisher shall not be liable for any general, special or consequential damages suffered by Advertiser due to advertising errors, omissions or refusal to accept all or portions of an ad.

### 4. Rate Changes

The advertising rates set forth in this agreement, and incorporated by reference hereto, are given in consideration for Advertiser's promise to use and pay for the amount of advertising revenue set forth above. Should Advertiser fail to use or exceed the amount of advertising revenue committed to, the rate will be adjusted in accordance with the then current Advertising Rate Package.

Publisher may change the rate listed herein in accordance within the Advertising Rate Package upon thirty (30) days notice to Advertiser. Upon receipt of notice from Publisher of a rate change, Advertiser may cancel this Agreement by so notifying Publisher in writing within thirty (30) days

of receiving such notice, cancellation to be effective on the first day that the new rates go into effect. Failure to notify Publisher of cancellation within thirty (30) days or continuation of advertising by Advertiser after the new rates go into effect will constitute acceptance by Advertiser of the new rates under all the other remaining terms of this agreement.

## **5. Pre-Payment and Credit**

All advertising shall be pre-paid unless Publisher has approved a credit application submitted by the Advertiser. If credit is extended to Advertiser, payment in full is due ten (10) days net of Publisher's invoice. Delinquent accounts will be subject to suspension of credit and Publisher may withhold any scheduled advertising by Advertiser until all accounts are paid in full. All accounts handled through advertising agencies are required to guarantee payment to their accounts. Amounts unpaid thirty (30) or more days after billing date are assessed a late charge of 1.5% per month (18% annual percent rate) and are subject to credit discontinuance without notice.

## **6. Collection**

In the event it becomes necessary for Publisher or its assignee to institute proceeding against Advertiser or Advertising Agency for collection of amounts unpaid under the terms of this Agreement, Advertiser and Advertising Agency agrees, jointly and severally, to pay all costs of collection including attorney's fees and court costs.

## **7. Force Majeure**

In the event of flood, fire, strike or other emergency beyond the control of the parties which prevents performance of this Agreement by either party, the Agreement shall be suspended during the period(s) either party is unable to perform and the Agreement shall, be extended for a like period of time. No liability shall arise between the parties by reason of such emergency suspension except for the obligation to extend the Agreement as set forth above.

## **8. Assignment and Subletting**

Advertiser shall not assign any of its rights, duties or obligations under this Agreement without the express written permission of Publisher. Advertiser shall not sublet or resell any advertising space purchased under this Agreement.

## **9. Additional Terms and Conditions**

This Agreement is subject to and specifically incorporates those terms and conditions set forth in the current Celebrate Hilton Head Advertising Rate Package. Advertiser hereby acknowledges that (s)he has read the terms and conditions set forth in the above mentioned Rate Package. This agreement is to be interpreted under the laws of South Carolina; jurisdiction is in Beaufort County, SC.

## **10. Notice**

Any notice by either party to the other party as required by the terms of this Agreement must be given in writing and shall be deemed given if sent by first class mail, postage pre-paid, or if personally delivered to the party at the address set forth herein.

## **11. Retention of Right to Layouts**

Celebrate Hilton Head retains all rights, title and interest to all layouts which represent the relative efforts of the magazine's staff and/or utilization of its own illustration, labor, composition or material and may not be sold, transferred or reused without prior written permission of the Publisher.

## **12. Resemblance to Editorial Matter**

All Advertisements which, in Publisher's judgment, resemble news matter will have the word "Advertisement" printed at the top of the ad.

## **13. Acceptance**

This Agreement is subject to acceptance by Publisher.

Celebrate Hilton Head  
10 Capital Drive  
Hilton Head Island, SC 29926

**Phone: (843) 689-2658**

**Fax: (843) 689-6766**