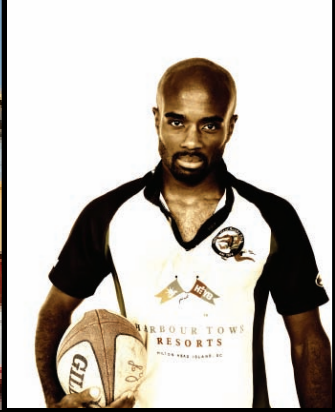




IN EVERY ISSUE

- Health Note
- Financial Section
- Charity Corner
- He says, She says
- Arts & Entertainment



JANUARY

- 2011 Bachelor of the Year Winner
- Distinctive Dentists
- Comedy is no Laughing Matter
- Restaurant week

FEBRUARY

- Get Outside and Exercise!
- Valentine's Day: A Look at Love
- On the Water Map *(March, April, May)*
Special advertising section for restaurants and water sports.

MARCH

- Gorgeous Gardens & Pristine Pools
- Altruistic Islanders Profiles on locals who give back more than they take.

- 2011 Food & Wine Festival
- 2011 WingFest
- Spring Fashion

APRIL

- Critter Getters! *(Special advertising section for pest control companies)*
- Catered to YOU *(Highlight on Local Catering Companies)*
- 2011 Heritage of Golf
- Fun Fabulous Cars!

MAY

- Real Estate Special Section
- Accessorize! (Hats, belts, bags, shoes, jewelry)
- Mother's Day: Breakfast in Bed Recipes for Dad & the Kids

2011 SPECIAL MEDICAL SECTIONS

JANUARY

- Distinctive Dentists

FEBRUARY

- Get Outside and Exercise!

MAY

- Medical Issue Part 1

OCTOBER

- Medical Issue Part 2

DECEMBER

- Plastic Surgery

JUNE

- Eye Care Specialist



- Medical Issue Part 1

JUNE

- Most Adorable Pet Contest
- All about Pets!
- Your AC WILL conk out this summer. Here's who you should call.
- Summer Map *(June, July, August)*
(Special advertising section)
- Father's Day Gift Guide
- Eye Care Specialist

JULY

- Our Love Affair with Food! *(Recipes, Restaurant Guide)*
- On the Water *(Special Section highlighting local watersports)*
- Vacation Rental Companies
- Tourist Trap!
- Summer Map

AUGUST

- Back to School
- Local Band Highlight
- Summer Map





SEPTEMBER

- Financial Check-up
- Fall Fashion
- Local Artists Feature
- Moms & Babies
- Seafood Jazz & Brew

- Medical Section: Part 2
- Automobile Maintenance & Upkeep

NOVEMBER

- Home & Hearth
- Women in Business
- Beautiful Girls in Gorgeous Gowns
- Thanksgiving Feature
- Gift Guide for Him & Her (*November & December*)

OCTOBER

- Lowcountry Lawyers
- Outlandish Halloween Costumes

DECEMBER

- Top 10 Nominees for the 2012 Bachelor of the Year
- Gift Guide for Him & Her (*November & December*)
- Christmas Feature

- Plastic Surgery
- Local Handmade Jewelry
- Tips for Hosting a Holiday Party from Local Divas



2011 BACHELOR OF THE YEAR CONTEST



AUGUST

- Open casting call for all eligible bachelors at www.celebratehiltonhead.com.

OCTOBER

- C2's Bachelor of the Year Party!

NOVEMBER

- All Bachelor nominees featured in this issue.

DECEMBER

- We narrow it down to ten lucky guys and then the public votes for their favorite bachelor on www.celebratehiltonhead.com.

JANUARY

- The 2012 Bachelor of The Year on the cover of the January issue.

• Sponsorship opportunities available by calling Maggie Washo at 843.689.2658.

ADVERTISING RATES

> **Prepayment is required (yes even you!)**

GENERAL ADVERTISING RATES

Size	12x	6x	1x
Full	\$1,600	\$1800	\$1900
Half	\$800	\$900	\$1000
Third	\$650	\$750	\$850
Quarter	\$450	\$575	\$675
Eighth	\$200	\$250	\$350



BUSINESS PARTNER PROGRAM

12 Month Business Partner Program Includes the following:

- (1) Ad to run exclusively in C2 magazine.
- 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.
- 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.

PRODUCTION REQUIREMENTS

FULL PAGE -with Bleed	8.625 x 11.125
FULL PAGE - No Bleed	7.375 x 9.875
TWO THIRDS PAGE - Vertical	4.875 x 9.875
HALF PAGE - Horizontal	7.375 x 4.875
HALF PAGE - Vertical	3.625 x 9.875
THIRD PAGE - Square	4.875 x 4.875
THIRD PAGE - Vertical	2.375 x 9.875
QUARTER PAGE - Vertical	3.625 x 4.875
EIGHTH PAGE - Horizontal	3.625 x 2.375
SIXTH PAGE - Vertical	2.375 x 4.875

• **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.**

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

WEBSITE ADVERTISING

Views/year views / month Cost 1x

Platinum - (1 left)

Homepage and throughout website
100,000 8,333 \$500

Gold

Current issue page and throughout website
75,000 6,250 \$400

Silver

Diamond club page and throughout website
50,000 4,166 \$300

Bronze

Throughout website
25,000 2,083 \$200

• 2011 estimates based on 2010 traffic

EMAIL BLASTS 17,000 LOCAL EMAILS - \$800