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## TOP 5 REASONS

### TO MARKET YOUR BUSINESS IN THE BLUFFTON SUN AND THE HILTON HEAD SUN

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**#1**

#### **WELL-READ COMMUNITY NEWSPAPERS.**

Both publications have been growing steadily for over 20 years which is a testament to the growth of our advertising clients due to the ever increasing loyal readership of our local and quality content.

**#2**

#### **DISTRIBUTION.**

The Bluffton Sun and The Hilton Head Sun are delivered to virtually all of the nearly 57,000 households in their communities by the USPS that gives you unparalleled coverage from “Sun City to Sea Pines”. This distribution is at least 2X to 3X that of the other newspapers in the Lowcountry.

**#3**

#### **EXTREMELY COMPETITIVE & COST-EFFECTIVE RATES.**

The Cost-Per-Thousand (CPM) rates of the Bluffton Sun and The Hilton Head Sun are well below that of our print competitors in the market. We keep our rates affordable so the typical local small and medium sized businesses can continue to effectively promote in the Lowcountry.

**#4**

#### **WE OFFER STRONG EDITORIAL SUPPORT.**

Our consistent advertisers are invited to submit articles/columns of interest on their areas of expertise for publication. These complimentary columns present a powerful one-two marketing punch when combined with your ad messages.

**#5**

#### **QUALITY OF SERVICE.**

We offer a top quality client experience that ranges from our complimentary graphic design services, excellent and correct reproduction of your ad messages in our pages, clear and concise invoicing and responsive, professional and timely interaction with your ad and management representatives.

## An Overview...

**The Bluffton Sun** was founded as The City Sun, a newsletter for Sun City Hilton Head, in 1998. In 2002, the paper retained the name while undergoing the transformation to a monthly community newspaper whose circulation was expanded throughout greater Bluffton. It became known as Bluffton City Sun in 2006.

In 2009, the newspaper was renamed **The Bluffton Sun** to better reflect the focus and increased distribution to the entire 26,000 plus households and businesses throughout greater Bluffton and Okatie. That distribution is via the United States Postal Service, which guarantees the newspaper is delivered safe and dry in local mailboxes.

The newspaper now is published bi-monthly, reflecting the wishes of our advertisers, who desired increased exposure to our readers, and our readers, who told us over and over again they wished to see news and information about our ever expanding community more frequently. Having two issues every month is a win-win for advertisers and readers alike.

Although the town's population is dramatically expanding, there remains a true sense of community among the residents fostered by **The Bluffton Sun** that has been serving all the smiling faces & beautiful places of Greater Bluffton and Okatie since 1998.

Inside every issue you will find news on town issues, features on Bluffton people and places, helpful advice from local columnists and extensive information on events and activities.

We are proud of our newspaper and the results it produces for our advertisers. The publication is a powerful marketing tool for local and regional companies that are searching for an affordable way to reach everyone in an ever expanding marketplace.

Welcome to **The Bluffton Sun!** Please let us know how we can serve you.

Sincerely,

Vince Johnson  
contact@blufftonsun.com



## An Overview...

After 15 years of publishing *The Bluffton Sun*, the company continued its expansion with the debut of *The Hilton Head Sun* community newspaper in July of 2012. Since that time, readers have come to expect The Hilton Head Sun in their mailboxes on the first Wednesday of every month.

*"The Hilton Head Sun* continues the tradition of our award-winning style of community news, features, and information that has been so successful in Bluffton," reported BJ Frazier, former publisher and owner. Frazier went on to say: "Over the years, Hilton Head residents asked when they would see their own homegrown Sun. The staff responded by producing a "must-read newspaper dedicated to the Hilton Head community."

The monthly newspaper is delivered free by the U.S. Postal Service to most of the 26,000 households and businesses on Hilton Head safe and dry inside their mailboxes on the first Wednesday of each month. Total market penetration has been a successful strategy for our advertisers who consistently enjoy a strong response to their ad messages.

When asked about The Sun, readers respond that reading the paper is enjoyable, full of good information, contains features on their neighbors and they look forward to receiving it.

*The Hilton Head Sun* includes many of the same features found regularly in *The Bluffton Sun*, along with a healthy dose of island-specific news and features.

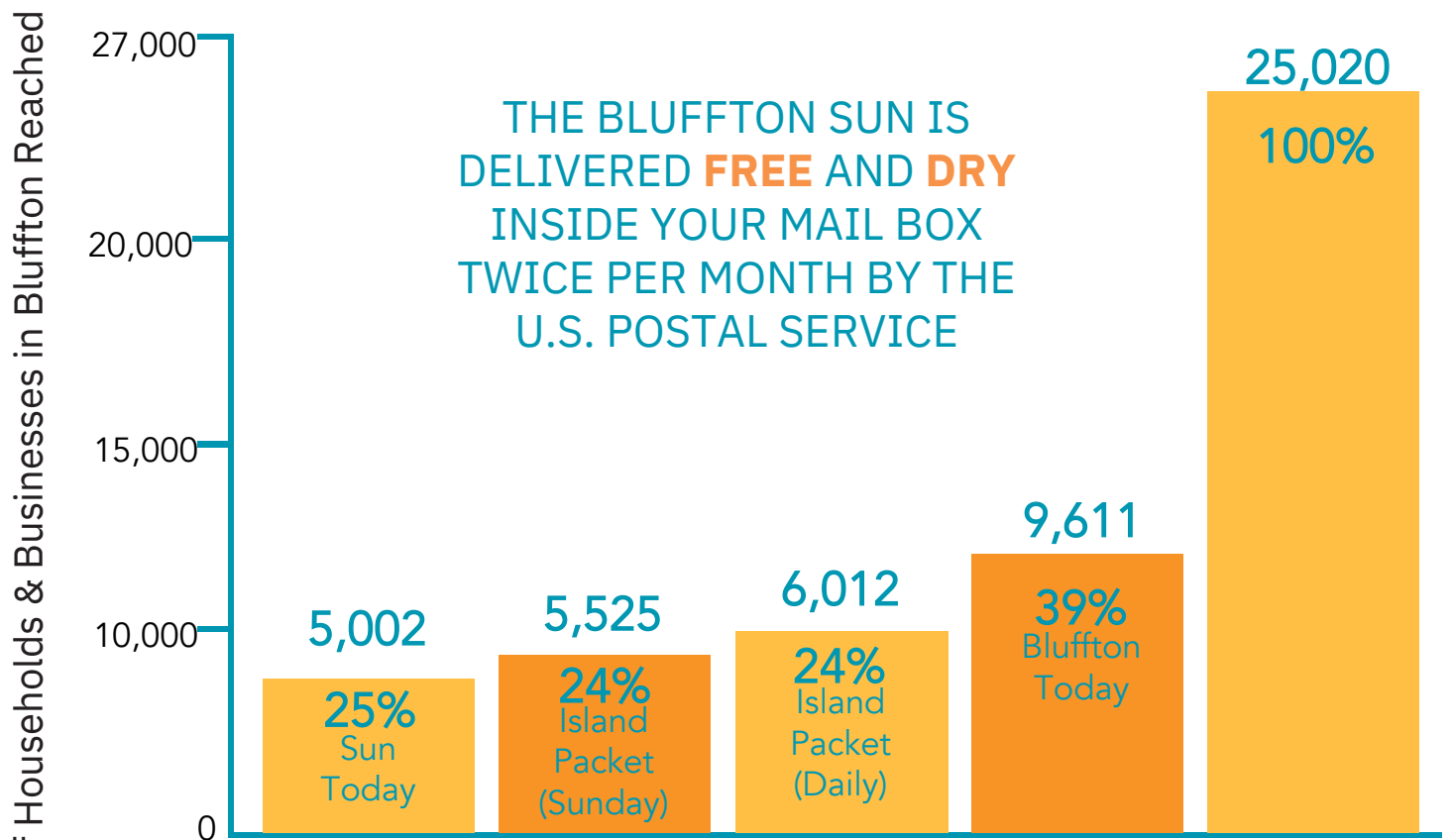
For more information about *The Hilton Head Sun*, contact us at 843-757-9507. To submit information to be considered for publication, email Melissa at [editor@blufftonsun.com](mailto:editor@blufftonsun.com).

Sincerely,  
Vince Johnson  
[contact@blufftonsun.com](mailto:contact@blufftonsun.com)



# No one delivers Bluffton like

## The Bluffton Sun



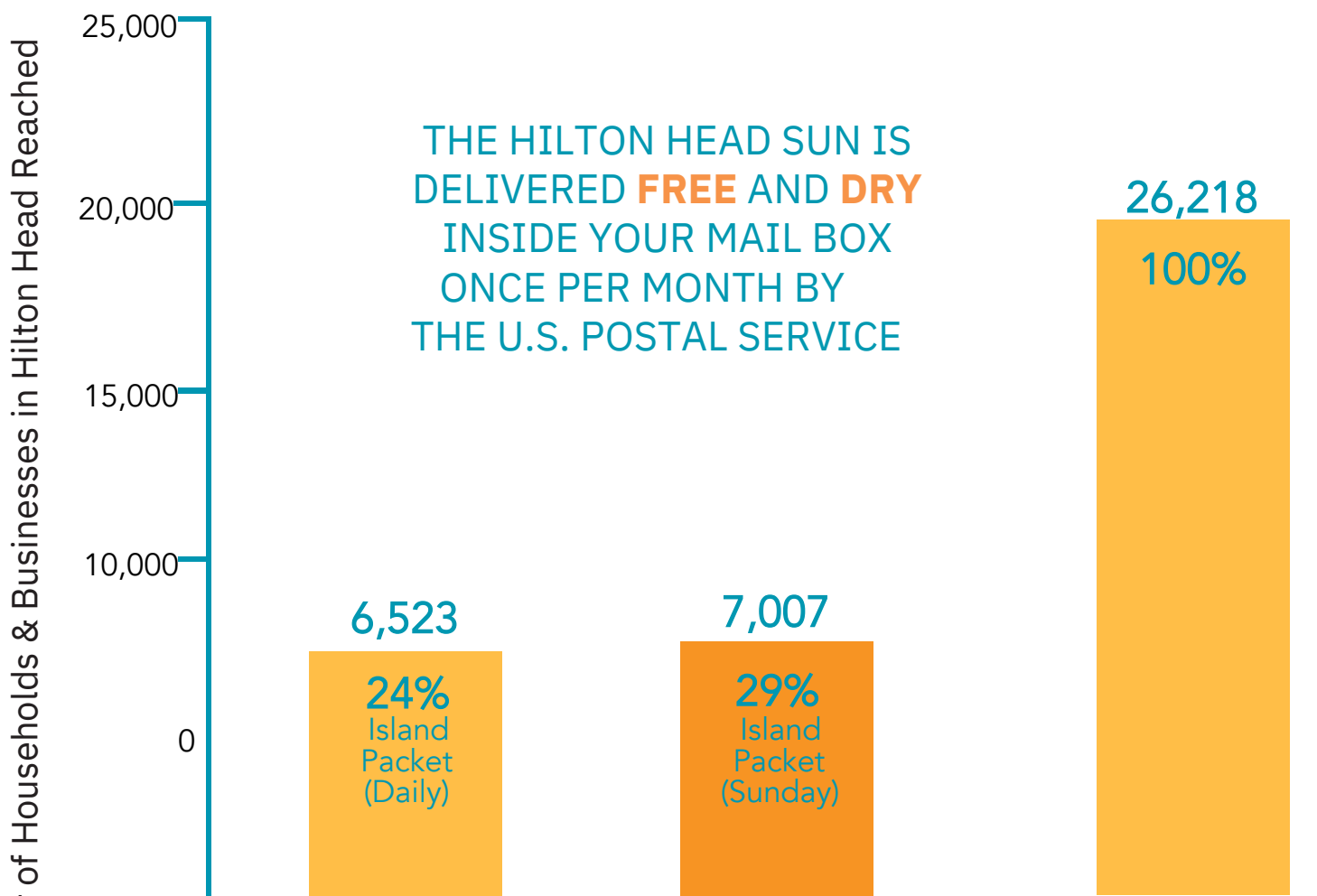
SOURCES: \*The Bluffton Sun distribution is verified by the U.S. Postal Service receipts for the October 16, 2024 edition. Receipts are available upon written request. The Quantity does not include 7500 copies per issue that are distributed in racks and other locations throughout Bluffton and Okatie.

To advertise in The Bluffton Sun, and reach EVERY household in Bluffton,

# Call (843) 757-9507

# No one delivers Hilton Head like

## The Hilton Head Sun



SOURCES: \*The Hilton Head Sun – USPS records, does not include 500 newsstand copies on Hilton Head Island, October 2, 2024.

To advertise in The Hilton Head Sun, and reach EVERY household in Hilton Head,

# Call (843) 757-9507

# The Bluffton Sun | The Hilton Head Sun

## 2025 PUBLISHING DATES & DEADLINES

SPACE RESERVATIONS & AD COPY DEADLINES	COMPLETE AD FILES DEADLINES	PUBLICATION ISSUE DATES - BLUFFTON	PUBLICATION ISSUE DATES - HILTON HEAD
THURS 12/26	TUES 12/31	1/7	1/8
THURS 1/9	TUES 1/14	1/22	
THURS 1/23	TUES 1/28	2/4	2/5
THURS 2/6	TUES 2/11	2/19	
THURS 2/20	TUES 2/25	3/4	3/5
THURS 3/6	TUES 3/11	3/18	
THURS 3/20	TUES 3/25	4/1	4/2
THURS 4/3	TUES 4/8	4/15	
THURS 4/24	TUES 4/29	5/6*	5/7*
THURS 5/8	TUES 5/13	5/20	
THURS 5/22	TUES 5/27	6/3	6/4
THURS 6/5	TUES 6/10	6/17	
THURS 6/19	TUES 6/24	7/1	7/2
THURS 7/3	TUES 7/8	7/15	
THURS 7/24	TUES 7/29	8/5*	8/6*
THURS 8/7	TUES 8/12	8/19	
THURS 8/21	TUES 8/26	9/3	9/4
THURS 9/4	TUES 9/9	9/16	
THURS 9/25	TUES 9/30	10/7*	10/8*
THURS 10/9	TUES 10/14	10/21	
THURS 10/23	TUES 10/28	11/4	11/5
THURS 11/6	TUES 11/11	11/18	
THURS 11/27	TUES 12/2	12/9*	12/10*
THURS 12/11	TUES 12/16	12/23	

**NOTE: \* 1 EXTRA WEEK BETWEEN PUBLICATIONS**

Sizes	1 Time	3x	6x	12x	18x	24x
Business Cards 3.25" x 2"	\$92	\$82	\$78	\$73	\$68	\$62
1/8 Page v 2.4" x 4.8" h 4.9" x 2.325"	\$165	\$155	\$145	\$135	\$125	\$120
1/4 Page v 4.9" x 4.8" h 9.96" x 2.325"	\$308	\$278	\$268	\$258	\$248	\$228
1/2 Page v 4.9" x 9.765" h 9.96" x 4.8"	\$595	\$535	\$505	\$485	\$455	\$435
Full Page v 9.96" x 9.765"	\$1130	\$1020	\$970	\$920	\$870	\$820

Publisher reserves the right to decline an ad for any or no reason.

### ADVERTISING INSERTS

Cost Per-Thousand (cpm)

	1x	3x	6x	12x
Card Inserts	\$70.00	\$65.00	\$60.00	\$55.00
2-8 pages	\$95.00	\$85.00	\$80.00	\$75.00

**25% Discount for Combination Buy.**  
Place an ad in The Bluffton Sun and receive a 25% Discount on same ad in The Hilton Head Sun.

Please send advertising space reservations to [contact@BlufftonSun.com](mailto:contact@BlufftonSun.com) or call (843) 757-9507

#### Advertising Deadlines

Publication is bi-monthly generally on the first and third Tuesday. Advertising space and reservation deadlines are 10 days prior & electronic ad materials are due no later than 7 days prior to publication (For camera ready art, please send CMYK or Grayscale PDFs.)

Graphic design services are complimentary for our advertisers that have reasonable ad design requests. For multiple design consultations and redesigned ads, or design work performed for nonadvertisers, there is a fee of \$50.00 per hour.

#### Advertising PrePrints

Advertising inserts will be accepted subject to the approval of the publisher. Max. size 10" x 12". Inserts must be delivered to our printer The Post & Courier, Dock 70, 4500 Leeds Ave., North Charleston, SC 29405 two weeks prior to publication. For odd size or multipage inserts please submit sample for pricing. Add 20% premium for less than full run distribution. Full-run distribution is approximately 26,000. Min. 8,000 copies per issue.

#### CLASSIFIED ADVERTISING

(Cash, check, MasterCard or Visa in advance only.)  
up to 5 lines..... \$30.00 each additional line ..... \$6.00

	FULL PAGE Width: 9.96" Height: 9.765"	EIGHTH PAGE HORIZONTAL Width: 4.9" Height: 2.325"	
	HALF PAGE HORIZONTAL Width: 9.96" Height: 4.8"	QUARTER PAGE VERTICAL Width: 4.9" Height: 4.8"	EIGHTH PAGE VERT Width: 2.4" Height: 4.8"
HALF PAGE VERTICAL Width: 4.9" Height: 9.765"		QUARTER PAGE HORIZONTAL Width: 9.96" Height: 2.325"	

#### Bills / Credits

Multiple insertion discounts require advertising be pre-paid. New accounts must be pre-paid until credit has been approved.

Payments are due and payable upon receipt of invoice. Publisher reserves the right to adjust rates with 30 days written notice. Agency invoicing available, however client is responsible for payment.

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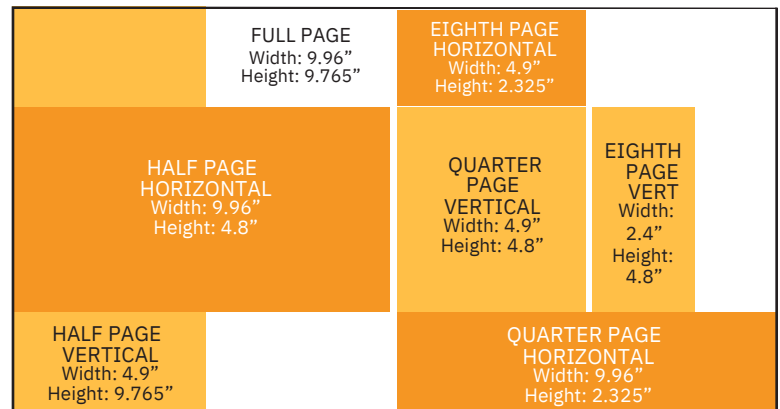
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# Advertising Agreement

\_\_\_\_\_ (Name of advertiser)

has agreed to purchase \_\_\_\_\_ insertions beginning with the  
(Number of Insertions)

\_\_\_\_\_ issue of Bluffton Sun/Hilton Head Sun/Sun City Sun.

The size of the advertisements will be \_\_\_\_\_  
(Size of Ads)

and the cost of each will be \_\_\_\_\_ with the cost of the contracted  
(Cost of Each Ad)

schedule to be \_\_\_\_\_.  
(Total Cost)

POLICIES: includes full color

To retain discounted rate ads must be inserted in consecutive issues.

The Publisher reserves the right to adjust advertising rates with 30 days written notice

Additional charges may apply for guaranteed positioning.

Advertising material accepted subject to the approval of the Publisher.

We will invoice an advertising agency or representative although the client is ultimately responsible for payment.

Graphic design services are complimentary for our advertisers. Multiple design consultations or work performed for non-advertisers is available at the rate of \$50 per hour.

Accepted by the Advertiser by \_\_\_\_\_ Date \_\_\_\_\_  
(Owner / Manager)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Accepted for the Publisher \_\_\_\_\_ Date \_\_\_\_\_

PO Box 2056, Bluffton, SC 29910 • Tel: (843) 757-9507

[www.blufftonsun.com](http://www.blufftonsun.com)

## Credit Card Recurring Payment Authorization Form

Schedule your payments to be automatically charged to your credit card. Just complete and sign this form to get started!

### Recurring Payments Will Make Your Life Easier:

- It's convenient (saving you time and postage)
- Your payment is always on time (even if you're out of town), eliminating late charges

### Here's How Recurring Payments Work:

You authorize regularly scheduled charges to your Visa, MasterCard, American Express or Discover card. You will be charged each billing period for the total amount due for that period. A receipt will be emailed to you and the charge will appear on your credit card statement. You agree that no prior-notification will be provided.

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### Please complete the information below:

I \_\_\_\_\_ authorize Bluffton Sun/Hilton Head Sun to charge my credit card.  
(full name)

I understand that I will only receive advance notice of the charge if I have specifically requested notification.

Billing Address \_\_\_\_\_ Phone# \_\_\_\_\_  
City, State, Zip \_\_\_\_\_ Email \_\_\_\_\_

Account Type: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex <input type="checkbox"/> Discover
Cardholder Name _____
Account Number _____
Expiration Date _____
CVV (3 digit number on back of Visa/MC, 4 digits on front of AMEX) _____

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

I authorize the above named business to charge the credit card indicated in this authorization form according to the terms outlined above. If the above noted payment dates fall on a weekend or holiday, I understand that the payments may be executed on the next business day. I understand that this authorization will remain in effect until I cancel it in writing, and I agree to notify the business in writing of any changes in my account information or termination of this authorization at least 15 days prior to the next billing date. This payment authorization is for the type of bill indicated above. I certify that I am an authorized user of this credit card and that I will not dispute the scheduled payments with my credit card company provided the transactions correspond to the terms indicated in this authorization form.

PO Box 2056, Bluffton, SC 29910 • Tel: (843) 757-9507

[www.blufftonsun.com](http://www.blufftonsun.com)