

Real Estate Weekly

The Sun News and The Coastal Carolina Association of REALTORS® have partnered to produce the only REALTOR® endorsed local real estate publication along the Grand Strand. This tabloid publication promotes buying, selling, and renting real estate. Each issue targets the local home buyer, as well as visitors looking for real estate in our area.

Real Estate Weekly runs every Sunday inside The Sun News. In addition, 10,000 copies will be distributed free to readers every Friday to more than 200 key locations including grocery stores, restaurants and retail shops.

FRIDAY ONLY

Full Page \$425 Quarter Page \$200

Half Page \$275 Ninth Page \$150

Includes full color. *Frequency discounts available.

Saturday Real Estate and Money

The source for real estate information in the market. Area adults consistently choose The Sun News as their primary advertising source when shopping for real estate information.

Features:

- Deeds and transfers at a glance
- Home finder listings
- Classified real estate tabs
- Open house map & listings

Home Finder

A showcase of area homes for sale

A section within Real Estate Weekly, Home Finder is a geographic property listings marketplace designed specifically for agents and brokers to market their listings on Friday, Saturday, Sunday and Thursday, plus online.

– 156 listings for \$27.97 per listing

– 312 listings for \$18.78 per listing

– \$39.95 per listing with no commitment

*All 156 and 312 agreements include an Free b/w Agent Finder ad, 624 agreements Include a free color Agent Finder ad

Agent Finder

A showcase of local agents

– Only \$55 per week with a 52-week commitment

– \$80 per week for 26 weeks

– \$110 per week for 13 weeks

– \$140 per week with no commitment

*Add color for an additional \$15 per week

Rental Finder

Advertise your Apartment Community, Townhome, Condo, Duplex, or Single-Family Home.

– \$50 for 6 weeks

– \$45 with contract

Rent It!

Let property owners know you can rent it!

– \$110 for 6 weeks

– \$90 for 26 weeks

Open House Weekend

– 2x3 Black and white, Saturday \$35

– 2x3 Color, Saturday \$75

– 2x3 Black and white, Friday, Saturday and Sunday \$60

– 2x3 Color, Friday, Saturday and Sunday \$105

Home Finder Videos

Listing tour and rental tour featured video Up to 30 seconds in length.

– Includes 5 photos and professional voice over of property feature highlights.

– \$90 until it sells.

Real Estate Advertising Guide

On the Grand Strand 4 out of 5 Real Estate shoppers use The Sun News or TheSunNews.com when “in the market” for real estate.

82%

Market reach with The Sun News and TheSunNews.com



Print and Online Products

- Saturday Real Estate and Money
- Real Estate Weekly
- TheSunNews.com
- Yahoo!
- MyrtleBeachOnline.com
- HomeFinder
- AgentFinder
- RentalFinder
- Open House Weekend

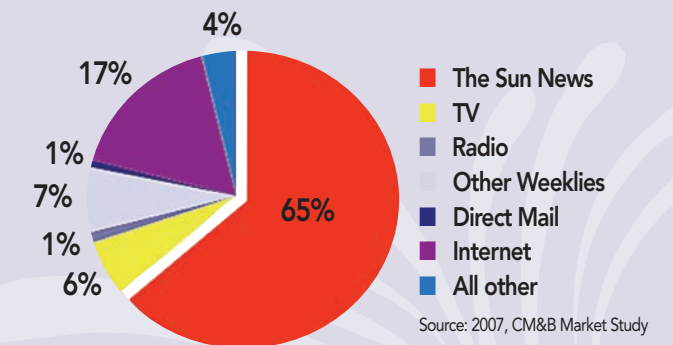
Real Estate sellers rely on The Sun News to deliver buyers.

- The only local, daily newspaper that provides what real estate sellers need to successfully market their business and services and move new, resale, commercial and rental properties:

1. Daily in-market and out-of-market reach
2. Qualified buyers
3. Advertising marketplaces in print and online
4. Local marketing and promotional partnerships

Real Estate buyers rely on The Sun News for housing information.

Why? Because The Sun News is the only daily, local source for comprehensive real estate news and housing information for Horry, Georgetown and Brunswick Counties. And, as a result, buyers and potential buyers choose The Sun News over all other media as the source they rely upon most for real estate news and advertising information.



TheSunNews.com



Be seen. Supercharge your listings with an enhanced Agent, Broker or Community Showcase Package!

HomeFinder.com Delivers

- Priority placement
- UNLIMITED property listings
- Real time ROI reporting
- Premier branding with link to your Web site
- UNLIMITED property photos and virtual tour
- Trackable toll-free phone number
- Easy access for updating listing details, photos and Open House info
- Social media integration for publishing listing updates
- Custom listing description and promotional text
- No competing advertising on details page



Attract more buyers and sellers

- ✓ Enhanced listings appear in search results **6x more** than basic listings
- ✓ Enhanced property details are viewed **8x more** than basics
- ✓ More than 20,000 of your competitors have already discovered HomeFinder.com



Brokers and Builders
\$150 Per Month

Agents
\$47 Per Month

Real Estate Rates

Real Estate Display Rates

| Expenditure Level | Rate Per Col. Inch |
|-------------------|--------------------|
| Open | \$23.26 |
| \$2,000 | \$17.71 |
| \$5,000 | \$16.96 |
| \$8,000 | \$16.69 |
| \$10,000 | \$16.45 |
| \$12,000 | \$16.19 |
| \$15,000 | \$15.78 |
| \$20,000 | \$15.14 |
| \$25,000 | \$14.75 |
| \$35,000 | \$14.50 |
| \$40,000 | \$14.31 |
| \$50,000 | \$13.99 |
| \$65,000 | \$13.87 |
| \$80,000 | \$13.74 |
| \$120,000 | \$13.30 |
| \$150,000 | \$13.19 |
| \$200,000 | \$12.95 |
| \$250,000 | \$12.71 |
| \$300,000 | \$12.58 |
| \$350,000 | \$12.47 |

Classified Running Retail

| Expenditure Level | Daily | Sunday/Holidays |
|-------------------|---------|-----------------|
| Open | \$36.03 | \$45.67 |
| \$2,000 | \$32.09 | \$38.13 |
| \$5,000 | \$30.91 | \$36.46 |
| \$8,000 | \$29.75 | \$35.52 |
| \$10,000 | \$29.17 | \$34.69 |
| \$12,000 | \$28.60 | \$33.87 |
| \$15,000 | \$28.12 | \$33.15 |
| \$20,000 | \$27.67 | \$32.69 |
| \$25,000 | \$27.31 | \$32.21 |
| \$35,000 | \$26.96 | \$31.75 |
| \$40,000 | \$26.61 | \$31.50 |
| \$50,000 | \$26.27 | \$31.26 |
| \$65,000 | \$26.04 | \$31.03 |
| \$80,000 | \$25.81 | \$30.79 |
| \$120,000 | \$25.58 | \$30.54 |
| \$150,000 | \$25.33 | \$29.84 |
| \$200,000 | \$24.99 | \$29.37 |
| \$250,000 | \$24.65 | \$28.90 |
| \$300,000 | \$24.07 | \$28.66 |
| \$350,000 | \$23.49 | \$28.41 |

Retail color rates apply

Real Estate Line Ad Rates

| Expenditure Level | Saturday Real Estate | Real Estate Weekly |
|-------------------|----------------------|--------------------|
| Open | \$2.13 | \$2.50 |
| \$2,000 | \$1.90 | \$2.22 |
| \$5,000 | \$1.83 | \$2.12 |
| \$8,000 | \$1.76 | \$2.07 |
| \$10,000 | \$1.73 | \$2.01 |
| \$12,000 | \$1.70 | \$1.97 |
| \$15,000 | \$1.66 | \$1.92 |
| \$20,000 | \$1.63 | \$1.90 |
| \$25,000 | \$1.62 | \$1.87 |
| \$35,000 | \$1.60 | \$1.84 |
| \$40,000 | \$1.58 | \$1.83 |
| \$50,000 | \$1.56 | \$1.82 |
| \$65,000 | \$1.55 | \$1.80 |
| \$80,000 | \$1.53 | \$1.79 |
| \$120,000 | \$1.52 | \$1.77 |
| \$150,000 | \$1.49 | \$1.73 |
| \$200,000 | \$1.48 | \$1.70 |
| \$250,000 | \$1.46 | \$1.67 |
| \$300,000 | \$1.43 | \$1.66 |
| \$350,000 | \$1.39 | \$1.65 |

Color Rates

| Frequency | Black & 1 color | Black & 2 or more colors |
|-----------|-----------------|--------------------------|
| 1-4 | \$295 | \$435 |
| 5-10 | \$260 | \$425 |
| 11-25 | \$220 | \$360 |
| 26-50 | \$200 | \$305 |
| 51-75 | \$180 | \$285 |
| 76-100 | \$170 | \$260 |
| 101+ | \$150 | \$230 |

Deadlines - ROP display copy

| Run day | No-proof/camera-ready | Proof/electronic |
|----------|-----------------------|------------------|
| Saturday | Wednesday, 4pm | Tuesday, 4pm |
| Sunday | Wednesday, 4pm | Tuesday, 4pm |

• All color ads deadline 24 hrs. in advance of proof/electronic or no-proof/camera-ready deadlines.

• Ads received electronically must be submitted by above proof deadlines.

Camera-ready ads are due on no-proof deadline.

Deadlines - line ads

| | |
|----------|---------------|
| Saturday | Thursday, 4pm |
| Sunday | Thursday, 4pm |

Affordable marketing solutions for virtually every budget!

Call The Sun News today and speak to your Account Executive for current rates and program details.