

2011 Advertising Solutions

The Herald heraldonline.com

Enquirer-Herald
enquirerherald.com

FORT MILL TIMES
fortmilltimes.com

Lake Wylie Pilot
lakewyliepilot.com



WELCOME

The Herald

President and Publisher

Debbie Abels

803-329-4042

dabels@heraldonline.com

Advertising Director

Kim Woods

803-329-4055

kwoods@heraldonline.com

Advertising Manager

Mary Pettus

803-326-4322

mpettus@heraldonline.com

Classified Sales Manager

Interactive Sales Manager

Sonya Van Sickle

803-329-4085

svansickle@heraldonline.com

General Manager, Community Publications

Fort Mill Times, Lake Wylie Pilot

& Enquirer-Herald

Jennifer Becknell

803-329-4077

jbecknell@fortmilltimes.com

Fort Mill Times

Editor

Michael Harrison

803-547-2353

mharrison@fortmilltimes.com

Advertising Manager - Fort Mill Times

Sherry Avant

803-547-2353

savant@fortmilltimes.com

Lake Wylie Pilot

Editor

Catherine Muccigrosso

803-831-8166

news@lakewyliepilot.com

Enquirer-Herald

Editor

Jennifer Becknell

803-684-9903

news@enquirerherald.com

Advertising Sales

Enquirer-Herald/Lake Wylie Pilot

April Wynn

803-684-9903 - Enquirer Herald

awynn@enquirerherald.com

803-831-8166 - Lake Wylie Pilot

awynn@lakewyliepilot.com

The Herald is the No. 1 daily newspaper in York County, one of the fastest-growing counties in South Carolina. Based in Rock Hill, with corresponding weeklies in York, Clover, Lake Wylie and Fort Mill, we cover the region best.

Every day, we provide readers in York, Chester and Lancaster counties with complete coverage of news, sports, entertainment and events. We have won top honors for our quality editorial – both in the daily and the weeklies – and for our outstanding service to advertisers. Customized advertising solutions include ZIP code zoning, neighborhood sampling, direct mail, niche marketing and total market pricing. Whether you want to shout your message to every household in the Piedmont, or simply whisper it to a few hot prospects, The Herald can handle the job.

A full-service marketing resource, we also offer innovative strategic marketing solutions, commercial printing capability, and prize-winning design work through our Rock Hill facility. We can build or enhance your presence on the Internet through our local New Media Department, which is powered by McClatchy Interactive, one of the top interactive media operations in the industry.

Our Products

The Herald heraldonline.com

PO Box 11707 • 132 W. Main Street • Rock Hill, SC 29731

*Daily – distributed to over 24,073 homes (27,774 on Sundays)

**Readership – distributed to over 93,854 homes

FORT MILL TIMES fortmilltimes.com

124 Main Street • Fort Mill, SC 29716

Weekly – distributed to 19,155 homes in Fort Mill, Indian Land and Tega Cay

Lake Wylie Pilot lakewyliepilot.com

8 Executive Court • Lake Wylie, SC 29710

Weekly – distributed to 7,500 homes along the shoreline of Lake Wylie.

Enquirer-Herald enquirerherald.com

30 N. Congress Street, Suite 100, York, SC 29745

Weekly – distributed to 3,063 homes in the York and Clover communities.

R.O.P. (run of paper) means your advertisement can appear in any location, except in classified. If you plan to advertise infrequently during the year, you may choose to purchase your space at the open rate. If you plan to advertise more often, you will want to sign a contract which will entitle you to discounts.



Easy Pickup Discounts - Save 20%-40%

To qualify for the pick-up discount, publish an ad again within six days of the original insertion.

Sunday does not qualify for the pick-up discounts.

No size/copy changes allowed. Pick-up discounts do not apply to already discounted advertising or to color charges.

- 1st pick-up ad.....20% off
- 2nd pick-up ad30% off
- 3rd+ pick-up ad.....40% off

DOLLAR VOLUME CONTRACTS

	Daily	Sunday
Open	\$29.56	\$32.04
\$1,000	25.50	27.64
\$4,000	24.78	26.85
\$7,000	23.47	26.04
\$10,000	22.44	24.92
\$15,000	21.36	23.70
\$25,000	20.53	22.78
\$50,000	19.81	21.47
\$75,000	18.90	20.23
\$100,000	18.52	19.94
\$125,000	18.14	19.65
\$150,000	17.41	18.86

COLOR RATES

	Daily	Sunday
1-Color	\$204.00	\$254.00
2-Color	283.00	350.00
3-Color	350.00	443.00

Spot color by the Inch: 3" - 18". 1 color \$10.30 per column inch

FRONT PAGE ADVERTISING

Placed at the bottom of the page, this is a unique advertising opportunity to grab readers attention before they even open the newspaper section.

See your Account Executive for available publication dates and details.

Front Page 1A Strip Ads

Monday-Friday.....	\$1,800
Saturday & Sunday.....	\$1,980

Rate is per day.

Lifestyles, Sports Section Front Advertising

Ad size is 6 columns wide by 2" deep. Price includes full color

	Weekdays	Sundays
1X.....	\$500 each.....	\$575 each
6X Annually.....	460 each.....	529 each
13X Annually.....	420 each.....	485 each
26X Annually.....	385 each.....	445 each
52X Annually.....	355 each.....	408 each

SPECIAL CLASSIFICATION RATES

	Daily	Sunday
Non-Profit	\$18.90	\$20.23
Political Rate	29.56	32.04
National Rate	46.01	47.82

Rates are per column inch

FULL PAGE STANDBY ADS

Black & White	Full Color
\$720.00	\$820.00

Only one copy change in a 30-day period. Must be a full-page ad.

HOLIDAY RATES

Sunday rates will apply on these holidays:

Memorial Day	Thanksgiving Day
July 4th	Day after Thanksgiving
Labor Day	Christmas Day

FACTS

Every week, more than 60,000 homes in York County receive the colorful, tabloid format BuzzBargain\$.




Polybags

Polybags and product samples are available. Check with your sales representative for available dates and requirements. Prices do not include printing.

Polybags containing prepackaged sample \$122/m
Polybags with advertising message, no sample \$97/m

Total Market Coverage

Every week, more than 60,000 homes in York County receive the colorful, tabloid format BuzzBargain\$.  BuzzBargain\$ delivers saturation coverage with minimal duplication of regular Herald readers.

It also offers advertisers the flexibility of targeting customers through any of our 12 ZIP codes. Should you need to reach a broader audience, simply combine your BuzzBargain\$ buy with The Herald to increase your coverage to over 98,685 homes. That's more than 96% of the designated market for only pennies per household.

Ask your sales representative for details.

buzz bargain\$

Four page full color wrap distributed each Sunday in-paper and mailed to non-subscribers mid-week in York County. Prices are cost per thousand. Total circulation is over 98,685.

Location	1-12 Weeks	13-26 Weeks	27-52 Weeks
Front Page	\$920.00	\$815.00	\$700.00
Inside Pages	385.00	345.00	297.00
Back Page	818.00	715.00	600.00

Pre-Print Rates

Our preprint rate schedule is set up to be as flexible as possible, allowing you to distribute your preprints in The Herald and BuzzBargain\$. We do not run preprints or we-prints on Monday. A full run quantity is required. Special requests for we-prints are handled on a case-by-case basis.

Frequency	Single Sheet 8.5x11	2-4 Pg. Tab 2 Pg. Std.	8 Pg. Tab 4 Pg. Std.	12 Pg. Tab 6 Pg. Std.	16 Pg. Tab 8 Pg. Std.	20 Pg. Tab 10 Pg. Std.
1	\$32.00	\$52.00	\$54.12	\$56.24	\$58.36	\$64.19
2-6	30.00	50.84	52.92	55.00	57.08	62.79
7-12	28.00	49.66	51.69	53.73	55.77	61.35
13-24	26.00	48.49	50.49	52.49	54.49	59.94
25-36	24.00	47.33	49.28	51.24	53.18	58.50
37-48	24.00	46.17	48.07	50.82	51.90	57.09
49-60	24.00	45.00	46.86	48.74	50.90	55.65
61-90	24.00	40.50	42.19	43.93	48.00	52.80
91-99	24.00	35.74	37.24	38.77	46.15	50.77
100-120	24.00	33.40	34.86	36.31	37.77	41.62

Part-Run Premium - add 5% increase for any buy less than full run.
Full run is defined as 24,000 daily for a single buy and 27,000 Sunday for a single buy.

For sizes larger than a 20 page tab, add \$2.00 per thousand for each 4 page increment.

Print and Deliver Advertising Program

5.5" x 11"

Quantity	CPM	Quantity	CPM
10,000	\$30.00	100,000	\$24.75
25,000*	28.25	200,000	23.25
50,000	26.50	300,000	21.75
75,000	25.00	500,000	20.75

*Or minimum full-run Herald

8.5" x 11"

Quantity	CPM	Quantity	CPM
35,000	\$36.50	200,000	\$28.00
50,000	32.50	300,000	26.50
75,000	31.00	500,000	25.50
100,000	29.50		

All P&Ds printed two-sides, four-color, non-bleed on 70# coated stock. Assumes no creative changes for all pieces within press run. Quantities are based on a single press run. Additional sizes available. Contact your advertising representative for more details.

Front Page Ad Notes 2011 Rates

Standard Tab-On Ads 3" x 2.75"

For additional sizes or special shapes, see your account executive

Run dates are on a first-come first-served basis. Must be scheduled in advance. See your Account Executive for available publication dates and details.

Thousands	CPM	Major Holidays	CPM
25,000	\$59		\$78
50,000	\$55	(Thanksgiving Day, Thanksgiving Friday, Christmas Day, Memorial Day, July 4th and Labor Day)	
65,000	\$49		

Minimum order 29,000 for The Herald; 25,000 for the community newspapers (Fort Mill Times, Lake Wylie Pilot, Enquirer-Herald). 50,000 minimum order for Power Ad Booklets.

Deadlines: Tab-Ons, Versa Cards and Versa Coupons: 14 days prior to date of publication.

Power Ad Booklets: If ad runs on the 1st-15th of the month, deadline is the 20th, two months prior. If ad runs on the 16th-31st of the month, deadline is the 20th of the month, one month prior.

FACTS

We offer both long-term and short-term programs for advertisers who want to run small ads frequently.



York County Buy

We've got York County covered through *The Herald*, our community weeklies and online. Run your ad in *The Herald*, *Fort Mill Times*, *Enquirer-Herald*, *Lake Wylie Pilot* and 25,000 Geo-Targeted Yahoo! impressions for one price. This 5-ad combo within 7 days gives you maximum exposure in York County.

10" Ad	1/4 (33") page ad	1/2 (66") page ad	Full (132") page ad
\$571.00	\$1,435.80	\$2,676.60	\$4,019.04

Color charges are extra. Some restrictions may apply. Ask your sales representative for other sizes and more details. No cancellations. 10" minimum required.

Grand Opening/Anniversary Color

Any Herald advertiser signing a new annual contract, or any existing advertiser holding an annual contract, will receive FREE spot color in celebration of their opening or anniversary. 20" ad minimum to qualify.

Full Page Standby Ads

Published at the discretion of *The Herald*. Advertiser can limit the number of times per month, but cannot choose the publication date. Must be full-page ads with ad copy in-house and ready for publication before the new month begins. \$720 Black and White; \$820 Full Color

Spot Color By The Inch

Spot color is so important that we invite you to try it for \$10.30 pci on advertisements 3 inches-18 inches when available. Color charge minimum is \$30.

Introductory offer

(30 day contract)

Only one copy change per week

No.	30 Ads/ Inches 30 Days	30 Days	15 Ads/ 30 Days	15 Days
1	\$9.10	\$273.00	\$14.43	\$216.45
2	7.86	471.60	11.66	349.80
3	7.44	669.60	10.75	483.75
4	7.21	865.20	10.32	619.20
5	7.09	1063.50	10.04	753.00
6	7.00	1260.00	9.85	886.50
7	6.95	1459.50	9.70	1018.50
8	6.90	1656.00	9.61	1153.20
9	6.86	1852.20	9.51	1283.85
10	6.82	2046.00	9.41	1411.50
11	6.78	2237.40	9.32	1537.80
12	6.74	2426.40	9.23	1661.40

90 Day business builder

(requires 3 month contract)

Only one copy change per week

No.	30 Ads/ Inches 30 Days	Annual Spend	15 Ads/ 30 Days	Annual Spend
1	\$11.76	\$1058.40	\$18.60	\$837.00
2	10.12	1821.60	13.50	1215.00
3	9.58	2586.60	13.25	1788.75
4	9.29	3344.40	13.05	2349.00
5	9.12	4104.00	12.90	2902.50
6	9.02	4870.80	12.65	3415.50
7	8.96	5644.80	12.51	3940.65
8	8.88	6393.60	12.35	4446.00
9	8.84	7160.40	12.20	4941.00
10	8.80	7920.00	12.08	5436.00
11	8.76	8672.40	11.96	5920.20
12	8.72	9417.60	11.84	6393.60

12 month business builder

(Requires 12 month contract)

Only one copy change per week

No.	Annual Spend	15 Ads/ Per Month	Annual Spend	
1	\$9.10	\$3276.00	\$14.43	\$2597.40
2	7.86	5659.20	11.66	4197.60
3	7.44	8035.20	10.75	5805.00
4	7.21	10,382.40	10.32	7430.40
5	7.09	12,762.00	10.04	9036.00
6	7.00	15,120.00	9.85	10,638.00
7	6.95	17,514.00	9.70	12,222.00
8	6.90	19,872.00	9.61	13,838.40
9	6.86	22,226.40	9.51	15,406.20
10	6.82	24,552.00	9.41	16,938.00
11	6.78	26,848.80	9.32	18,453.60
12	6.74	29,116.80	9.23	19,936.80



Rates are quoted as follows. Display rates are per column inch. Line ads are per line.

Days	Display Ads Open Rate		Line Ads Open Rate	
	Daily	Sunday	Daily	Sunday
2	\$26.40	\$28.10	\$2.64	\$2.81
3	24.40	26.00	2.44	2.60
7	23.10	24.30	2.31	2.43
10	23.10	24.30	2.31	2.43
14	23.10	24.30	2.31	2.43
30	21.40	22.80	2.14	2.28

Per inch, per day

Days	Employment Open Rate		Line Ads Open Rate	
	Daily	Sunday	Daily	Sunday
2	\$37.60	\$39.80	\$3.76	\$3.98
3	34.90	36.70	3.49	3.67
7	31.10	34.50	3.11	3.45
10	31.10	34.50	3.11	3.45
14	31.10	34.50	3.11	3.45
30	30.40	32.10	3.04	3.21

Yearly Contract Rates

Level	Display Ads		Line Ads	
	Daily	Sunday	Daily	Sunday
3 Lines	\$17.40	\$18.50	\$1.74	\$1.85
96 Inch	17.10	18.10	1.71	1.81
180 Inch	16.60	17.60	1.66	1.76
480 Inch	15.70	16.60	1.57	1.66

3 month contract/6% additional.

Yearly Contract Employment Rates

Level	Display Ads		Line Ads	
	Daily	Sunday	Daily	Sunday
3 Lines	\$24.40	\$27.00	\$2.44	\$2.70
96 Inch	24.20	25.70	2.42	2.57
180 Inch	23.60	25.00	2.36	2.50
480 Inch	22.10	23.50	2.21	2.35

3 month contract/6% additional.

National Advertising Rates

Days	Display Ads		Line Ads	
	Daily	Sunday	Daily	Sunday
1	\$39.20	\$41.40	\$3.92	\$4.14

National Advertising Employment Rates

Days	Display Ads		Line Ads	
	Daily	Sunday	Daily	Sunday
1	\$43.50	\$46.00	\$4.35	\$4.60

Non-Profit Rates

Days	Display Ads		Line Ads	
	Daily	Sunday	Daily	Sunday
1	\$17.40	\$18.50	\$1.74	\$1.85

Non-Profit Employment Rates

Days	Display Ads		Line Ads	
	Daily	Sunday	Daily	Sunday
1	\$24.40	\$27.00	\$2.44	\$2.70

Lake Wylie Pilot - Fort Mill Times - Enquirer-Herald

For community newspapers' classified rates,
call 803-329-4044
or ask your sales representative

Legal Advertising Display Rates

Per Column Inch	3-Day Run
Daily..... \$19.80	Notice to Creditors\$67
Sunday 20.99	Beer & Wine Notice..... 199

classified
advertising



Employment Quick and Easy!

heraldonline.com | in partnership with **YAHOO!**

Mega Upgrade!

Mega your Employment Package with Behaviorial Targeted Medium Rectangle Banner Advertising on heraldonline.com network and Yahoo!

- Human Resources
- Career Search
- Career Employment/Healthcare
- Career Employment/Technology

\$512
25K Targeted Impressions

heraldonline.com
in partnership with
YAHOO!

BEST VALUE!

Gold Package*

Print - Careerbuilder - Video

- Up to 32 print lines (additional lines are \$5 each)
- 5 Insertions of the advertiser's choice (within 7days)
- 30 days on careerbuilder.com, the nation's leading employment listings website
- 7 day employment video

\$450

Savings of \$634

BETTER VALUE!

Silver Package*

Print - Careerbuilder - Video

- Up to 24 print lines (additional lines are \$5 each)
- 3 Insertions of the advertiser's choice (within 7days)
- 30 days on careerbuilder.com, the nation's leading employment listings website
- 7 day employment video

\$375

Savings of \$260.31

GOOD VALUE!

Bronze Package*

Print - Careerbuilder

- Up to 24 print lines (additional lines are \$5 each)
- 3 Insertions of the advertiser's choice (within 7days)
- 30 days on careerbuilder.com, the nation's leading employment listings website

\$325

Savings of \$211.31

A La Carte Pricing

- 30 days on careerbuilder.com \$280
- 7 day video \$99
- After college, 30 Day Posters \$30
- Yahoo! Behaviorial Targeted, 25K impressions, Medium Rectangle \$512
- ROS heraldonline, 25K impressions, leaderboard \$225
- ROS heraldonline, 25K impressions, medium rectangle \$275

careerbuilder.com®

Call one of our Herald Classified Consultants at 803-329-4044 for more information on borders, eye-catching attention getters, business logos and advertising in our weekly newspapers at affordable rates.

real estate

Re

HOMES & REAL ESTATE
 Find a House in 2011 at www.homesonline.com
 Monday - Thursday 10:00 AM - 6:00 PM

Cline offering trade-ins, incentives
 Rock Hill builder prepared to help area consumers upgrade their homes with a variety of floor plans

THE STEPHEN COOLEY TEAM
 Ask us about 10,000 in credit for home buyers
 (803) 985-1240
www.stephencooley.com

We Sell the American Dream 24 Hours a Day/7 Days a Week.
 Visit us at www.stephencooley.com

Brokers, Builders, Retail

	1/16 pg. 3 Col. x 2.5"	1/8 pg. 3 Col. x 5.5"	1/4 pg. 3 Col. x 11"	1/2 pg. 3 Col. x 22"	Full pg. 6 Col. x 22"
Open Rate	\$112.00	\$218.63	\$429.00	\$856.68	\$1,602.00
4 Weeks	100.00	199.65	399.30	798.60	1,568.63
13 Weeks	94.00	187.28	374.55	749.10	1,468.50
26 Weeks	92.00	178.53	357.06	714.12	1,379.40
52 Weeks	88.00	174.08	348.15	696.30	1,335.00

Real Estate Agents

	1/16 pg. 3 Col. x 2.5"	1/8 pg. 3 Col. x 5.5"	1/4 pg. 3 Col. x 11"	1/2 pg. 3 Col. x 22"	Full pg. 6 Col. x 22"
Open Rate	\$54.00	\$107.25	\$214.50	\$429.00	\$793.00
4 Weeks	46.00	90.75	181.50	363.00	667.50
13 Weeks	42.00	82.50	165.00	330.00	600.75
26 Weeks	39.52	77.22	154.11	308.22	534.60
52 Weeks	38.00	74.25	148.50	297.00	500.00

NOTE: Includes color, if available.

Find An Agent \$25 Weekly

Premium Front Section Marketing

Front Page story and photo showcasing your business, development, or products: \$600.

Consult with your account executive for availability.

homes.heraldonline.com, powered by **HomeFinder**.com

Agent Enhanced Packages

Our affordable packages include entering your listings in our searchable database, photos, promotional text, a personalized profile with your photo, & more.

Heraldonline.com averages 3.2 million monthly page views!

As little as \$39 a month

Contact Sonya Van Sickle at

803-329-4085 or svansickle@heraldonline.com

automotive

A



2011 Auto Rates Dollar Volume Contracts

Per Month	Per Column Inch
Open	\$10.00
\$500.00	7.75
1,000.00	6.50
2,000.00	5.50
3,000.00	5.00
4,000.00	4.50
5,000.00	4.25

*Black and white ads.
Add \$100 for spot color and \$130 for full color.*

Automotive Advertising Marketplace

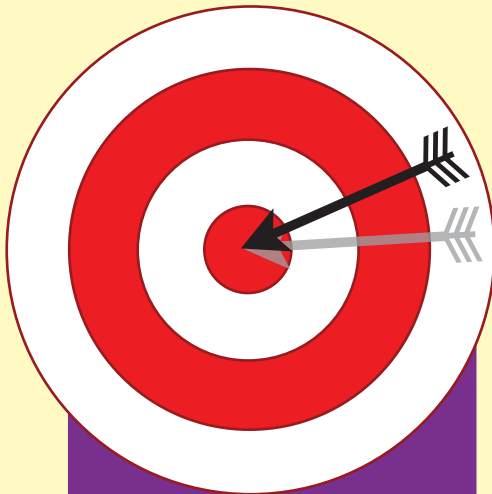
Customized automotive marketing programs.

- Print
- Online
- cars.com
- Events
- Direct Mail
- And more
- Available in monthly or annual terms.

**Please ask your account executive
for details or call 803-329-4085.**



It's **EASY** to **HIT YOUR TARGET**
 on the **heraldonline.com**
Online Network.



**Behavioral Targeting
 Categories**

Health - Wellness, Dental,
 Weight Loss, Vision, Pregnancy

Finance - Insurance, Investment,
 Real Estate, Residential Rental,
 Retirement Planning, Residential
 Purchase, Real Estate Service

Retail - Women's Apparel,
 Furniture, Home Improvement,
 Luxury Goods, Jewelry

Entertainment - Performing
 Arts, Amusement Parks/Festivals

Travel - Cruises, Casinos, Vacations

Telco - Technology

Automotive - Motorcycle,
 Economy, Luxury, Midrange,
 Parts, Recreational Vehicle, Truck,
 Used, CPO

**Education • Senior • Golf
 Weddings • Politics • Pets
 Animals • Law • Parenting**

heraldonline.com
 in partnership with
YAHOO!

Get your message to the right
 people at the right time.

Behavioral Targeting Packages

Monthly	Medium Rectangle	Leaderboard
25,000 Impressions.....	\$512.50.....	\$400
35,000 Impressions	717.50.....	560
50,000 Impressions.....	1,025.00.....	800
80,000 Impressions.....	1,640.00.....	1,280
100,000 Impressions	1,700.00.....	1,300

Additional Targeting is available at an additional \$1.50 and up.

Available Sizes

Rectangle	(300x250)
Leaderboard	(728x90)

FACTS
The #1 media site in the region. Averaging over 3.2 million page views and over 433,200* unique visitors each month, and growing. The internet is open 24 hours a day and your advertisement can be delivered using display images, audio and video creative. (*August 2010)



heraldonline.com
fortmilltimes.com
lakewyliepilot.com
enquirerherald.com

Reach 8 of 10 local online adults with heraldonline network & Yahoo! Target by Demographic, Geographic, Time of Day and Behavioral Targeting.

YAHOO!



Search Engine Marketing, (Google, Yahoo!, Bing) by key word search. Features campaign optimization, landing pages and 24/7 Merchant Center.

e-Targeting

Micro-Target your desired audience with permission-based email lists.
• Fully Opt-In • Over 100 Million responsive prospects
• 140+ targeted lists

careerbuilder.com

Careerbuilder.com reaches over 100 million online users every month with MSN, AOL and over 700 partnerships with newspaper websites, including heraldonline.com. Job seekers have more local jobs to choose from than any other site.



Increase your real estate listing exposure with affordable online packages. Broker Packages • Agent Packages • Builder Packages
Provides trackable leads, branding and drives traffic to your website.



Confidence is knowing you have an online partner who will help you promote and showcase your entire inventory of new, used and certified vehicles. Cars.com makes it easy for ready-to-buy shoppers to find your inventory and dealership through our newspaper's website, as well as through national partnerships such as yahoo.com.

apartments.com

Apartments.com is the exclusive apartment content provider for major newspaper websites in 36 of the top 50 markets across the country. Online newspapers attract more visitors than any other local site in 60% of the top US markets.

online opportunities



1 **Leaderboard: 728 x 90**
\$9.00 cpm / Run of Site

2 **Medium Rectangle: 300 x 250**
\$11.00 cpm / Run of Site
\$19.00 cpm / Run of Channel

3 **Ruler: 300x100**
\$4.00 cpm / Run of Channel

■ Rich Media: Add \$3 cpm

Term definition: Online Advertising

Run of site (R.O.S.)

A banner will appear anywhere on a web site.

Run of channel (R.O.C.)

A banner will appear anywhere within a channel on a web site or ad network.

Cost per thousand (C.P.M.)

Cost for every 1,000 impressions of ad.



Sliding Billboard

Homepage - \$25 Cost Per Thousand

Ad self-initiates once per user session from 950 x 30 pencil unit, "pushing" page content downward to reveal full 950 x 500 ad unit, and can be reinitiated with mouse over or click.



Corner Peel

Homepage - \$25 Cost Per Thousand

Ad is teased with page "flip" in upper right corner, self-initiates once per user session to reveal full 800 x 800 ad unit, and can be reinitiated with mouse over or click.



Floating Ad

Homepage - \$25 Cost Per Thousand

Ad self-initiates once per user session, "floating" across page content, and can reside in banner.



heraldonline.com

fortmilltimes.com

enquirerherald.com

lakewyliepilot.com

online
opportunities

HOME PAGE EXCLUSIVES

OWN A HOME PAGE AD FOR THE ENTIRE DAY

- Choose any day
(First come, first served.
Maximum 2 weekdays sold per week)
- Home Page: most page views on website
- Ad links to website
- Full-Color

1 Medium Rectangle - 300x250

- \$395 per day
- \$595 per day for political or advocacy
issue ads
- most prominent ad on the page
(above the scroll)

2 Page Ruler 300x100:

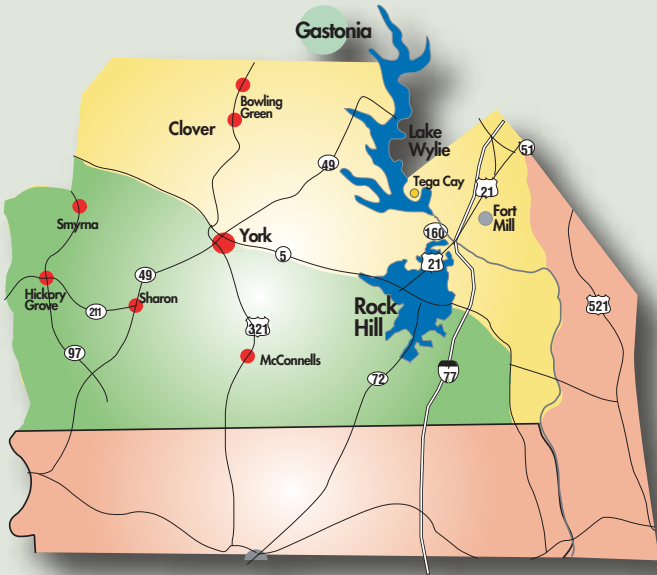
- \$125/day
- \$250/day
Political Advertising or Advocacy Issue Ads

The screenshot shows the HeraldOnline homepage with a navigation bar at the top containing links like 'PLACE AN AD', 'HOME DELIVERY', 'CUSTOMER SERVICE', 'CONTACT US', 'MOBILE', 'ARCHIVES', 'HERALD STORE', and 'CLASSIFIEDS'. Below the navigation bar is the 'heraldonline' logo and a weather widget for Rock Hill, SC, showing 'Now: 49°F', 'High: 51°F', and 'Low: 39°F'. The main content area includes a 'Top Story' section with a photo of a man speaking at a podium, a 'More from the Newsroom' section with a list of headlines, a 'Photo of the Day' section with a photo of the moon, and a 'POPULAR' section with a list of trending articles. Two yellow callout boxes are overlaid on the right side of the page, highlighting specific ad opportunities: '1 Medium Rectangle 300x250' and '2 Ruler 300x100'.

FACTS

The Enquirer-Herald serves the western portion of York County, including York, Clover, Sharon, Hickory Grove, Bethel, Lake Wylie, Bethany, Smyrna and McConnells.

A true community newspaper, each week we place emphasis on local schools, government, churches, sports, lifestyles and more.



Enquirer-Herald

The voice of York, Clover and Western York County

Published Each Thursday

803-684-9903

For all classified ads call

803-329-4044 or 1-800-697-6226.

Deadlines:

Retail and Classified Advertising deadline is 4 p.m. Friday before the Thursday publication.

Classified commercial transient (line ads) deadline is at 3 p.m Monday before the Thursday publication.

Preprints:

Ship skids/flats to 621 South Poplar Street, Charlotte, N.C. 28202 no later than the Monday prior to publication. Insertion orders are due Friday prior to publication. Rates are not commissionable.

Retail Rates

Dollar Volume Contracts

Level	Level
Open \$7.21	\$6000 \$5.50
\$500 6.50	\$10000 5.22
\$1500 6.15	\$25000 4.95
\$3500 5.80	

All rates are per column inch (pci). All contracts must be fulfilled within 12 mos.

Color Rates *The use of color adds 72% to the readership of an ad!*

	1-17"	18-33"	34-66"	67-132"
1 Color.....	\$65.00	\$71.00	\$82.00	\$118.00
2 Color.....	122.00	132.00	155.00	221.00
Full Color.....	148.00	160.00	185.00	268.00

Classified Rates

	Display Ads Per Column Inch	Line Ads Per Column Inch
Commercial	\$34.20	\$3.42
Family.....	19.60	1.96
Pickup from Herald	8.50	

Legal Advertising Display Rates

Per Column Inch	3-Time Run
Legal..... 15.30	Notice to Creditors \$67
	Beer & Wine Notice..... 199

Business Builder

If you are a new or growing business, these retail rate packages may be perfect for your advertising needs and budget!

Inches	Per Week	12 Weeks
8	\$49.20	\$590.40
12	73.80	885.60
16	98.40	1180.80
18	104.40	1252.80
24	139.20	1670.40
30	174.00	2088.00

Other Rates

Non-Profit Rate	\$5.22
Political Rate	7.21
National Rate	8.19
(commissionable)	

Focus On Business - \$100

Advertise your service on the weekly Business Bulletin Board. This business card service directory will allow you to run your business card ad for 4 consecutive weeks minimum. Advertising must be prepaid.

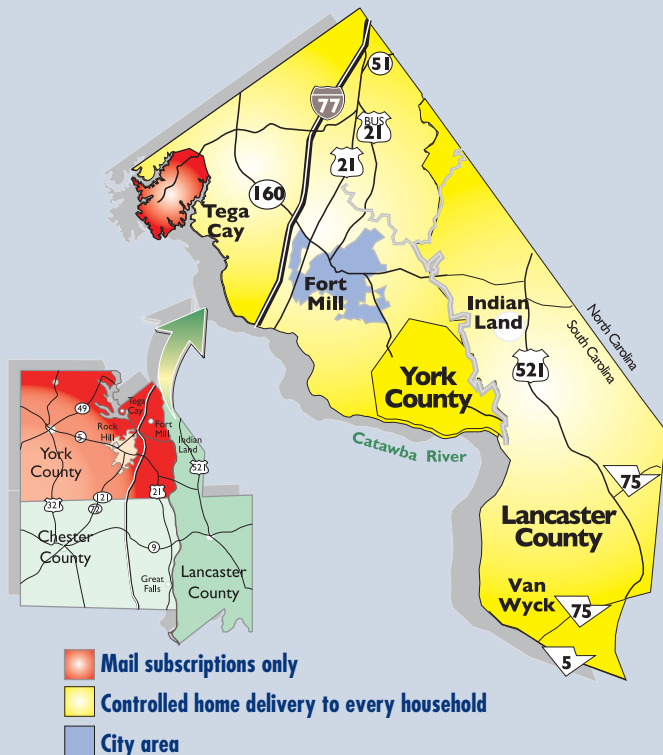
Preprinted Insert Rates

All prices per 1,000. Part-Run Zoning: Add 50%. Non-traditional advertising such as "we-prints" & Front Page ad notes available.

No. of Pages	Single Pg.	4-6	8-10	12	16
	\$56.00	\$60.30	\$65.90	\$71.35	\$73.00

FACTS

Fort Mill Township is the fastest-growing part of York County and one of the fastest growing communities in South Carolina. Over the next five years, the population is projected to grow by 14.9% compared to only 4.1% for the U.S.



FORT MILL TIMES
 Your Life, Your Times
 Published Each Wednesday
 803-547-2353

For all classified ads call
 803-329-4044 or 1-800-697-6226.

Deadlines:

Retail Advertising:
 Space Reservation: 2 p.m. Thursday before the next week's publication.
 Camera-ready Ads Due: 12 Noon Monday the week of publication.

Classified Display Advertising:
 Space Reservation: 3 p.m. Friday before the next week's publication.
 Camera-ready Ads Due: 5pm Friday the week prior to publication.

Classified & Legal Advertising:
 5 p.m. Friday before the next week's publication.

Preprints:
 Ship skids/flats to 621 South Poplar Street, Charlotte, N.C. 28202, no later than the Monday prior to publication. Insertion orders are due Friday prior to publication. Rates are not commissionable.

Effective Date: 01/31/2011

Dollar Volume Contracts

Retail Rates

Level	Rate	Level	Rate	Level	Rate
Open	\$17.26	4500	\$11.24	23000	\$9.30
700	14.06	8500	10.81	26000	8.77
1500	12.47	12000	10.01	30000	8.38
2500	11.78	20000	9.73	50000	7.89

Real Estate Rates

Level	Rate
Open	\$11.15
5000	10.60
10000	9.01
20000	7.95
30000	6.36

Other Rates

Non-Profit Rate	\$8.38
Political Rate	17.26
National Rate (commissionable)	19.72

All rates are per column inch (pci). All contracts must be fulfilled within 12 mos.

Classified Rates

	Display Ads Per Column Inch	Line Ads Per Column Inch
Commercial	\$34.20	\$3.42
Family	19.60	1.96
Pickup from Herald	8.50	

Legal Advertising Display Rates

Per Column Inch	3-Time Run
Legal	15.30
Notice to Creditors	\$67
Beer & Wine Notice	199

Color Rates

The use of color adds 72% to the readership of an ad!

	1-17"	18-33"	34-66"	67-132"
1 Color	\$65.00	\$71.00	\$82.00	\$118.00
2 Colors	122.00	132.00	155.00	221.00
Full Color	148.00	160.00	185.00	268.00

Business Builder

If you are a new or growing business, these retail rate packages may be perfect for your advertising needs and budget!

Inches	Per Week	12 Weeks	Inches	Per Week	12 Weeks
8	\$99.76	\$1197.12	18	212.04	2544.48
12	149.64	1795.68	24	282.72	3392.64
16	188.48	2261.76	30	353.40	4240.80

Pre-Print Rates

Our preprint rate schedule is set up to be as flexible as possible, allowing you to distribute your preprints in The Herald and BuzzBargain\$. We do not run preprints or we-prints on Monday. A full run quantity is required. Special requests for we-prints are handled on a case-by-case basis.

Frequency	Single Sheet 8.5x11	2-4 Pg. Tab 2 Pg. Std.	8 Pg. Tab 4 Pg. Std.	12 Pg. Tab 6 Pg. Std.	16 Pg. Tab 8 Pg. Std.	20 Pg. Tab 10 Pg. Std.
1	\$32.00	\$52.00	\$54.12	\$56.24	\$58.36	\$64.19
2-6	30.00	50.84	52.92	55.00	57.08	62.79
7-12	28.00	49.66	51.69	53.73	55.77	61.35
13-24	26.00	48.49	50.49	52.49	54.49	59.94
25-36	24.00	47.33	49.28	51.24	53.18	58.50
37-48	24.00	46.17	48.07	50.82	51.90	57.09
49-52	24.00	45.00	46.86	48.74	50.90	55.65

Part-Run Premium - add 5% increase for any buy less than full run.

Full run is defined as 19,000.

For sizes larger than a 20 page tab, add \$2.00 per thousand for each 4 page increment.

Print and Deliver Advertising Program

5.5" x 11"


Quantity	CPM	Quantity	CPM	Quantity	CPM	Quantity	CPM
10,000	\$30.00	200,000	\$23.25	35,000	\$36.50	200,000	\$28.00
25,000*	\$28.25	300,000	\$21.75	50,000	\$32.50	300,000	\$26.50
50,000	\$26.50	500,000	\$20.75	75,000	\$31.00	500,000	\$25.50
75,000	\$25.00			100,000	\$29.50		
100,000	\$24.75						

* Or full-run Herald, if less

All P&Ds printed two-sides, four-color, non-bleed on 70# coated stock. Assumes no creative changes for all pieces within press run. Quantities are based on a single press run. Additional sizes available. Contact your advertising representative for more details.

FACTS

The Lake Wylie Pilot is the only dedicated Lake Wylie news source. Every Tuesday, the Lake Wylie Pilot delivers the most current lake news directly into households in the newest and oldest lakeside neighborhoods in Lake Wylie, Steele Creek and Tega Cay. Copies are also available in racks in South Charlotte, Fort Mill, Tega Cay, Clover, and Lake Wylie.

Lake Wylie Pilot

803-831-8166
Published Each Tuesday

Deadlines:
For all classified ads, call 803-329-4044 or 1-800-697-6226.

All space and ad material should be submitted by 5 PM Wednesday prior to the Tuesday publication day.

All ads must be approved & released by 5 PM Friday prior to the Tuesday publication day.

Preprints:
Ship skids/flats to 621 South Poplar Street, Charlotte, N.C. 28202, no later than the Monday prior to publication. Insertion orders are due Friday prior to publication. Rates are not commissionable.

Effective Date: 01/31/2011

Dollar Volume Contracts

Retail Rates

Level	Rate	Level	Rate	Level	Rate
Open	\$16.07	\$8500	9.47	\$30000	7.68
\$700	12.94	\$12000	9.23	\$50000	7.35
\$1500	11.47	\$20000	8.99		
\$2500	10.84	\$23000	8.91		
\$4500	10.31	\$26000	8.07		

Real Estate Rates

Level	Rate
Open	\$10.93
\$5000	10.39
\$10000	8.83
\$20000	7.79
\$30000	6.23

Other Rates

Non-Profit Rate	\$7.68
Political Rate	16.07
National Rate (commissionable)	18.80

All rates are per column inch (pci). All contracts must be fulfilled within 12 mos.

Classified Rates

	Display Ads Per Column Inch	Line Ads Per Column Inch
Commercial	\$34.20	\$3.42
Family	19.60	1.96
Pickup from Herald	8.50	

Legal Advertising Display Rates

Per Column Inch	3-Time Run
Legal	15.30
Notice to Creditors	\$67
Beer & Wine Notice	199

Color Rates *The use of color adds 72% to the readership of an ad!*

	1-17"	18-33"	34-66"	67-132"
1 Color	\$65.00	\$71.00	\$82.00	\$118.00
2 Color	122.00	132.00	155.00	221.00
Full Color	148.00	160.00	185.00	268.00

Business Builder

If you are a new or growing business, these retail rate packages may be perfect for your advertising needs and budget!

Inches	Per Week	12 Weeks	Inches	Per Week	12 Weeks
8	\$91.76	\$1101.12	18	195.12	2341.44
12	137.64	1651.68	24	260.16	3121.92
16	173.44	2081.28	30	325.20	3902.40

Focus On Business - \$144.00

Advertise your service on the weekly Business Bulletin Board. This business card service directory will allow you to run your business card ad for 4 consecutive weeks minimum. Advertising must be prepaid.

Pre-Print Rates

Our preprint rate schedule is set up to be as flexible as possible, allowing you to distribute your preprints in The Herald and BuzzBargain\$. We do not run preprints or we-prints on Monday. A full run quantity is required. Special requests for we-prints are handled on a case-by-case basis.

Frequency	Single Sheet 8.5x11	2-4 Pg. Tab 2 Pg. Std.	8 Pg. Tab 4 Pg. Std.	12 Pg. Tab 6 Pg. Std.	16 Pg. Tab 8 Pg. Std.	20 Pg. Tab 10 Pg. Std.
1	\$32.00	\$52.00	\$54.12	\$56.24	\$58.36	\$64.19
2-6	30.00	50.84	52.92	55.00	57.08	62.79
7-12	28.00	49.66	51.69	53.73	55.77	61.35
13-24	26.00	48.49	50.49	52.49	54.49	59.94
25-36	24.00	47.33	49.28	51.24	53.18	58.50
37-48	24.00	46.17	48.07	50.82	51.90	57.09
49-52	24.00	45.00	46.86	48.74	50.90	55.65

Part-Run Premium - add 5% increase for any buy less than full run. Full run is defined as 7,500.

For sizes larger than a 20 page tab, add \$2.00 per thousand for each 4 page increment.

Print and Deliver Advertising Program

5.5" x 11"		8.5" x 11"		8.5" x 11"	
Quantity	CPM	Quantity	CPM	Quantity	CPM
10,000	\$30.00	200,000	\$23.25	35,000	\$36.50
25,000*	\$28.25	300,000	\$21.75	50,000	\$32.50
50,000	\$26.50	500,000	\$20.75	75,000	\$31.00
75,000	\$25.00			100,000	\$29.50
100,000	\$24.75				

* Or full-run Herald, if less

All P&Ds printed two-sides, four-color, non-bleed on 70# coated stock. Assumes no creative changes for all pieces within press run. Quantities are based on a single press run. Additional sizes available. Contact your advertising representative for more details.



Retail & National Requirements:

Standard Page: 6 Columns by 22 Inches

width	1 col	2 col	3 col	4 col	5 col	6 col
inches	1.736	3.639	5.542	7.444	9.347	11.25

Classified Requirements

The sizes specified here are for pages divided into classified (rather than ROP) columns. For ROP widths, refer to retail mechanical requirements.

Standard Page: 9 columns by 22 inches

width	1 col	2 col	3 col	4 col	5 col	6 col	7 col	8 col	9 col
inches	1.145	2.36	3.574	4.789	6.003	7.218	8.432	9.647	10.875

ROP Depth Requirements:

- Ads exceeding 19 inches in depth will be billed at 22 inches deep.

ROP Double Truck

Available in 13 columns by 22 inches only.
23 inches wide by 22 inches deep.
Billed at 286 total inches.

Standard Advertising Units accepted but not mandatory.

Submission of Copy:

Includes all ad components such as printer's layout, copy, finished art and necessary photos.

Artwork:

Orders for producing art are not considered submission of copy. Producing art requires at least 24 hours. Art must be completed and submitted by the time advertising copy is due.

Copy Submitted In Advance of Deadlines:

Will be processed as soon as possible, but without committing to delivery before normal proof schedule.

Electronic Ad Delivery:

The Herald accepts ads electronically. The e-mail address is: retailads@heraldonline.com.
Electronic material must be received 24 hours prior to the normal display deadlines.

Cancellations:

Notification must be received prior to the appropriate no-proof deadline and/or the space reservation deadlines listed.
NO CANCELLATIONS ACCEPTED on SATURDAY OR SUNDAY.

Graphics & Images

- Accepted formats: prints (B&W or color, except Polaroids), JPG, TIFF, EPS, or PICT.
- Scan high resolution as close to the final printed size as possible: 300 dpi recommended. Bitmap artwork or line art: 600 dpi at 100%. Halftones: 85-line screen. Color artwork: CMYK format only.
- Materials other than these are run at the advertiser's risk.

Electronic Formats:

- The preferred electronic advertising format is an Adobe Acrobat PDF (version 7.0 or earlier). All fonts should be embedded and the resolution set to Print/High (300 dpi). The Herald and its subsidiaries will also accept ads created in the following applications:
 - Macromedia Freehand (10 or earlier)
 - Quark XPress (7.0 or earlier)
 - Adobe Photoshop (CS2 or earlier)
 - Adobe Illustrator (CS2 or earlier)
- MacIntosh format is preferred, but PC/Windows files can be used if created in one of the above software packages.

NOTE: Microsoft Publisher documents not accepted.

- Accepted transfer media: E-mail, CD ROM or AP ADSEND. Do not send us your only copy; we will not be responsible if it is lost.
- To ensure accuracy, all fonts should be embedded or converted into outlines/paths.
- If necessary, files can be compressed. Zip or Stuffit .sea (self-extracting archives) are preferred.
- Labeling: All electronic ads must be labeled with the advertiser's name, contact person and phone number, and software version used.
- Fonts: Fonts are a licensed software product. We cannot accept any fonts included with the electronic ads that are not part of our Adobe Font library. The Herald and its subsidiaries follow all licensing laws of software products and fonts for The Herald's and its subsidiaries' protection and that of its advertisers. If an ad is submitted that uses a font not in our font library, The Herald and its subsidiaries reserve the right to substitute a similar font.
- Electronic files containing a virus will be rejected and the advertiser notified.

Policies & Procedures

Commissions, Credit & Terms of Payment

- A. All local rates, except the dealer listing rate, are non-commissionable.
- B. All advertising is payable in advance unless credit is approved. To establish credit, a credit application must be filled out and signed by an authorized owner, partner or officer of the advertiser and approved in advance by The Herald and its subsidiaries credit department.
- C. Payment terms are net 15; all payments are due and payable in full 15 days from the billing date. Any balance left unpaid by the end of the billing period is subject to a finance charge of 18% APR until paid in full. Any past-due balance is a violation of the terms for extending credit

privileges and can result in those privileges being withdrawn. We are on a 5-4-4 billing cycle.

- D. Any claims for adjustments due to errors must be made within 10 days following publication. Any claims in billing errors must be made within 90 days.
- E. All political, transient, seasonal, going out of business, liquidation sale, or advertisements of a similar nature must be paid in advance of publication.
- F. If you choose to use an advertising agency, you must sign the contract and you are liable for fulfillment of the contract and payment even though you have paid the agency for advertising placed for you.

- G. If legal action is required to collect any past due amount, you will be responsible for payment to The Herald and its subsidiaries for all reasonable legal/collection fees resulting.
- H. The advertisers and/or advertising agency shall pay for the attorney fees and pay for any judgments against the publisher that are caused by the publication of any advertisement submitted by or published at the direction of the advertiser and/or advertising agency.
- I. If any tax is imposed on newspaper advertising and/or related materials and services, you should understand that such a tax will be added to the rates and charges shown herein.

Contract, Rate & Copy Policies

- A. The space you purchase from us is to be used solely by you. It cannot be sold, given, transferred or assigned in whole or in part to any other person, firm or corporation except with our approval.
- B. Acceptance of payment for advertising or advertising copy by an employee of The Herald and its subsidiaries is subject to review, approval and acceptance by The Herald management, which also reserves the right at any time to revise, edit, classify or reject any advertising submitted for publication.
- C. We reserve the right to terminate any contract without notice if the advertiser becomes insolvent, makes an assignment for benefit of creditors, is adjudged bankrupt, does not comply with the terms of the contract, or if a receiver of the property is appointed.
- D. We reserve the right to amend contract terms, conditions and rates with 30 days notice in writing. If the revision is not acceptable to you, you have the right to terminate the contract on the date of the change without penalty and renegotiate a new contract.
- E. Agencies and advertisers forwarding orders with incorrect rates or conditions are hereby advised that the advertising called for will be inserted and charged at the regular schedule of rates then in force and in accordance with the conditions of this rate card. Failure to make an order correspond in price or regulations to the rate card will be regarded only as a clerical error.
- F. Deadlines for canceling ads are the same as reserving space for an ad. Cancellations after this deadline will be charged as if the ad has run.

G. The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement.

- H. Ads produced by our production department, but not published, will be assessed a composition charge.
- I. To review a proof of your ad, please see your representative for proof schedules and closing schedules (deadlines). Minimum size for proofs is 5 inches. Corrections must be made in writing and initialed by you.
- J. Tearsheets will be provided upon request. Depending on the quantity, an additional charge may apply.
- K. The advertiser agrees to indemnify and hold harmless The Herald and its subsidiaries against any and all loss, damage, cost and expense which The Herald and its subsidiaries may incur or become liable for by reason of any and all claims or actions, libel, violation of right of privacy, plagiarism, copyright infringement, and any and all other claims in connection with advertising matter published, including without limitation, the expense and cost of defending any and all such claims and actions.
- L. In the event of any error, regardless of origin or circumstances, the liability of The Herald and its subsidiaries shall be for that portion of the advertisement in error and its apportioned cost. The Herald and its subsidiaries' obligation to adjust the charge for an error due to the fault of the newspaper shall be limited to the cost of one incorrect insertion unless and until The Herald and its subsidiaries are notified of the error prior to repetition of the insertion.

M. The Herald and its subsidiaries shall not be held responsible for omitted advertisements for any reason.

- N. The Herald and its subsidiaries are not responsible for orders, cancellations or corrections given over the telephone.
- O. The Herald and its subsidiaries shall have no liability whatsoever in the event any act of God, the public enemy, governmental authority, labor dispute, war (whether or not declared), civil disobedience, riot, or other occurrences beyond its control in any way restrict the publication and/or distribution of its products.
- P. Advertising is accepted with the understanding that the merchandise or services offered are accurately described and willingly sold to customers at the advertised price. Deceptive or misleading advertising is never knowingly accepted.
- Q. Contracts will not be pre-dated beyond the current month.
- R. The word "Advertisement" to indicate paid advertising will be printed across the top of any advertisement simulating editorial matter.
- S. Unsigned advertisements will not be accepted (except "teaser" ads from a bona fide advertiser or blind ads using a box number). The person responsible for placing "teaser" ads must have his or her name, address and telephone number recorded in our files which, upon request, will be disclosed to anyone.
- T. All political advertisements will contain the name of the person(s) and/or organization placing the advertisement.

deadlines



Publication Date	Space & Ad Copy Deadline*	Final Proof Deadline*
Monday	Thursday -5pm	Friday -3pm
Tuesday.....	Friday -12 noon	Monday -12 noon
Wednesday.....	Monday -4pm	Tuesday -12noon
Thursday.....	Tuesday -4pm	Wednesday -12noon
Friday	Wednesday -12 noon	Thursday -12 noon
Saturday.....	Wednesday -5pm	Thursday -3pm
Sunday.....	Thursday -4pm	Friday -3pm
TV Herald	Thursday -12 noon	Friday -3pm
Real Estate	Monday -3pm	Wednesday -12 noon

Classified Commercial Transient Advertising

- Friday publication – 2 p.m. on Thursday
- Saturday publication – 10 a.m. on Friday
- Sunday publication – 3 p.m. on Friday
- Monday publication – 5 p.m. on Friday
- 3 p.m. day prior to publication for other days.

All times shown are when the complete advertisement (layout, copy, artwork and/or photography, etc.) or proof is due in The Herald office. Corrections cannot be guaranteed on proofs returned after these deadlines. Telephone corrections are accepted at advertiser’s risk. Proof cannot be sent to advertiser when original copy is received after deadline.

Double-truck advertisements:

24 hours earlier than deadlines shown.
 Holidays and special sections: Ask advertising sales representative for details.

Preprint Inserts

The distribution date for preprint inserts should be scheduled at least two (2) weeks in advance and shipment of the preprint inserts should arrive at our distribution center in Charlotte at least one full week prior to distribution in our newspaper. Inserts running in direct mail need to arrive 2 weeks prior to distribution.
 Ship skids/flats to 621 South Poplar Street, Charlotte, N.C. 28202. Ask your sales representative for more details. Rates are not commissionable.

2011 Fiscal Calendar

<p>PERIOD 1 (January)</p> <table border="1"> <thead> <tr> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>27</td> <td>28</td> <td>29</td> <td>30</td> <td>31</td> <td>1</td> <td>2</td> </tr> <tr> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> </tr> <tr> <td>10</td> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> </tr> <tr> <td>17</td> <td>18</td> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> </tr> <tr> <td>24</td> <td>25</td> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> </tr> </tbody> </table>	M	T	W	T	F	S	S	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	<p>PERIOD 2 (February)</p> <table border="1"> <thead> <tr> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>31</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13</td> </tr> <tr> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> <td>19</td> <td>20</td> </tr> <tr> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> <td>26</td> <td>27</td> </tr> </tbody> </table>	M	T	W	T	F	S	S	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	<p>PERIOD 3 (March)</p> <table border="1"> <thead> <tr> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>28</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13</td> </tr> <tr> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> <td>19</td> <td>20</td> </tr> <tr> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> <td>26</td> <td>27</td> </tr> </tbody> </table>	M	T	W	T	F	S	S	28	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
M	T	W	T	F	S	S																																																																																																												
27	28	29	30	31	1	2																																																																																																												
3	4	5	6	7	8	9																																																																																																												
10	11	12	13	14	15	16																																																																																																												
17	18	19	20	21	22	23																																																																																																												
24	25	26	27	28	29	30																																																																																																												
M	T	W	T	F	S	S																																																																																																												
31	1	2	3	4	5	6																																																																																																												
7	8	9	10	11	12	13																																																																																																												
14	15	16	17	18	19	20																																																																																																												
21	22	23	24	25	26	27																																																																																																												
M	T	W	T	F	S	S																																																																																																												
28	1	2	3	4	5	6																																																																																																												
7	8	9	10	11	12	13																																																																																																												
14	15	16	17	18	19	20																																																																																																												
21	22	23	24	25	26	27																																																																																																												
<p>PERIOD 4 (April)</p> <table border="1"> <thead> <tr> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>28</td> <td>29</td> <td>30</td> <td>31</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> </tr> <tr> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> <td>17</td> </tr> <tr> <td>18</td> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> <td>24</td> </tr> <tr> <td>25</td> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> <td>1</td> </tr> </tbody> </table>	M	T	W	T	F	S	S	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	<p>PERIOD 5 (May)</p> <table border="1"> <thead> <tr> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> </tr> <tr> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> </tr> <tr> <td>16</td> <td>17</td> <td>18</td> <td>19</td> <td>20</td> <td>21</td> <td>22</td> </tr> <tr> <td>23</td> <td>24</td> <td>25</td> <td>26</td> <td>27</td> <td>28</td> <td>29</td> </tr> </tbody> </table>	M	T	W	T	F	S	S	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	<p>PERIOD 6 (June)</p> <table border="1"> <thead> <tr> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>30</td> <td>31</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> </tr> <tr> <td>13</td> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> <td>19</td> </tr> <tr> <td>20</td> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> <td>26</td> </tr> </tbody> </table>	M	T	W	T	F	S	S	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
M	T	W	T	F	S	S																																																																																																												
28	29	30	31	1	2	3																																																																																																												
4	5	6	7	8	9	10																																																																																																												
11	12	13	14	15	16	17																																																																																																												
18	19	20	21	22	23	24																																																																																																												
25	26	27	28	29	30	1																																																																																																												
M	T	W	T	F	S	S																																																																																																												
2	3	4	5	6	7	8																																																																																																												
9	10	11	12	13	14	15																																																																																																												
16	17	18	19	20	21	22																																																																																																												
23	24	25	26	27	28	29																																																																																																												
M	T	W	T	F	S	S																																																																																																												
30	31	1	2	3	4	5																																																																																																												
6	7	8	9	10	11	12																																																																																																												
13	14	15	16	17	18	19																																																																																																												
20	21	22	23	24	25	26																																																																																																												
<p>PERIOD 7 (July)</p> <table border="1"> <thead> <tr> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>27</td> <td>28</td> <td>29</td> <td>30</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> </tr> <tr> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> <td>17</td> </tr> <tr> <td>18</td> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> <td>24</td> </tr> <tr> <td>25</td> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> <td>31</td> </tr> </tbody> </table>	M	T	W	T	F	S	S	27	28	29	30	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	<p>PERIOD 8 (August)</p> <table border="1"> <thead> <tr> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> </tr> <tr> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13</td> <td>14</td> </tr> <tr> <td>15</td> <td>16</td> <td>17</td> <td>18</td> <td>19</td> <td>20</td> <td>21</td> </tr> <tr> <td>22</td> <td>23</td> <td>24</td> <td>25</td> <td>26</td> <td>27</td> <td>28</td> </tr> </tbody> </table>	M	T	W	T	F	S	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	<p>PERIOD 9 (September)</p> <table border="1"> <thead> <tr> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>29</td> <td>30</td> <td>31</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> </tr> <tr> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> </tr> <tr> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> </tr> </tbody> </table>	M	T	W	T	F	S	S	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
M	T	W	T	F	S	S																																																																																																												
27	28	29	30	1	2	3																																																																																																												
4	5	6	7	8	9	10																																																																																																												
11	12	13	14	15	16	17																																																																																																												
18	19	20	21	22	23	24																																																																																																												
25	26	27	28	29	30	31																																																																																																												
M	T	W	T	F	S	S																																																																																																												
1	2	3	4	5	6	7																																																																																																												
8	9	10	11	12	13	14																																																																																																												
15	16	17	18	19	20	21																																																																																																												
22	23	24	25	26	27	28																																																																																																												
M	T	W	T	F	S	S																																																																																																												
29	30	31	1	2	3	4																																																																																																												
5	6	7	8	9	10	11																																																																																																												
12	13	14	15	16	17	18																																																																																																												
19	20	21	22	23	24	25																																																																																																												
<p>PERIOD 10 (October)</p> <table border="1"> <thead> <tr> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> <td>1</td> <td>2</td> </tr> <tr> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> </tr> <tr> <td>10</td> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> </tr> <tr> <td>17</td> <td>18</td> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> </tr> <tr> <td>24</td> <td>25</td> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> </tr> </tbody> </table>	M	T	W	T	F	S	S	26	27	28	29	30	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	<p>PERIOD 11 (November)</p> <table border="1"> <thead> <tr> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>31</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13</td> </tr> <tr> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> <td>19</td> <td>20</td> </tr> <tr> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> <td>26</td> <td>27</td> </tr> </tbody> </table>	M	T	W	T	F	S	S	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	<p>PERIOD 12 (December)</p> <table border="1"> <thead> <tr> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>28</td> <td>29</td> <td>30</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> </tr> <tr> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> </tr> <tr> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> </tr> </tbody> </table>	M	T	W	T	F	S	S	28	29	30	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
M	T	W	T	F	S	S																																																																																																												
26	27	28	29	30	1	2																																																																																																												
3	4	5	6	7	8	9																																																																																																												
10	11	12	13	14	15	16																																																																																																												
17	18	19	20	21	22	23																																																																																																												
24	25	26	27	28	29	30																																																																																																												
M	T	W	T	F	S	S																																																																																																												
31	1	2	3	4	5	6																																																																																																												
7	8	9	10	11	12	13																																																																																																												
14	15	16	17	18	19	20																																																																																																												
21	22	23	24	25	26	27																																																																																																												
M	T	W	T	F	S	S																																																																																																												
28	29	30	1	2	3	4																																																																																																												
5	6	7	8	9	10	11																																																																																																												
12	13	14	15	16	17	18																																																																																																												
19	20	21	22	23	24	25																																																																																																												