

top & weeklies

employment

online

real estate

auto

niche

direct marketing

magazines & specialty

Herald Options -2009

Solutions for Your Marketing Needs



FORT MILL TIMES
fortmilltimes.com

Lake Wylie Pilot
lakewyliepilot.com

Enquirer-Herald
enquirerherald.com

YorkCountyMagazine

Rejuvenate Magazine
rejuvenatemag.com

The Herald
Life. Captured Every Day.
heraldonline.com

full-run
daily sections

Tap into the power of the largest single reach medium in our area – reaching **121,600** readers each week!

Source: 2007-2008 Scarborough Research



Daily Sections –
MAIN A

The most highly read section of the newspaper, Main A covers breaking news from across the Carolinas, around U.S. and throughout the world.



Daily Sections –
CLASSIFIED

The York County region's marketplace for jobs, boats, real estate, cars and any items people buy and sell.



Daily Sections –
SPORTS

The York County region's best coverage of stats, schedules, stores and scores for almost every sport, plus listings for games and TV schedules.



Daily Sections –
LOCAL & STATE

This popular section is the perfect resource for local news throughout the York County area.



Daily Sections –
BUSINESS

Delivers local and national business news Sunday, Tuesday & Wednesday

Daily

The Herald
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heraldonline.com

full-run weekly sections

Did you know...The highest newspaper readership occurs among adults with higher incomes, more education and more job responsibility?

Source: 2009 NAA Planbook



Weekly Sections – THE TICKET

Friday: Fun things to do in and around York County and surrounding areas.



Weekly Sections – LIFESTYLES

Sunday, Tuesday, Wednesday & Thursday: Section covering such topics as fashion, food, art, engagements & weddings.



Weekly Sections CHURCH DIRECTORY

Saturday: Weekly listing of area houses of worship. Includes service times and contact information



Weekly Sections – RELIGION

Saturday: Different dimensions of spiritual life, testimonials of faith and religious news from around the region, nation and the world.

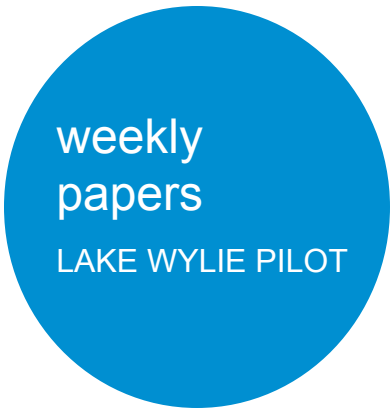


Weekly Sections – TV HERALD

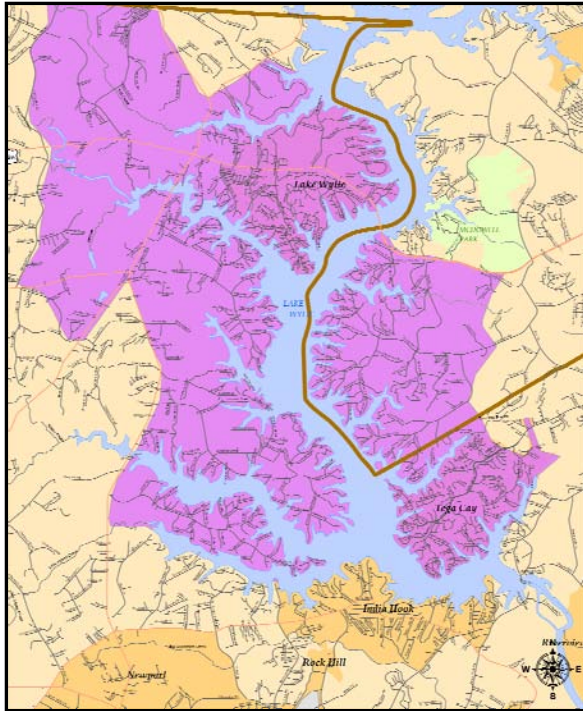
Sunday: The easiest way to navigate through all the television choices. Offers advertisers week-long exposure.

Weekly

The Herald
Life. Captured Every Day.
heraldonline.com



Publishes: Tuesday
Circulation: 10,290



LAKEWYLIEPILOT.COM

The online destination for news and information on events and happenings in the Lake Wylie community.

SPECIAL ADVERTISING OPPORTUNITIES:

- VALENTINE PAGE
- HOME & GARDEN PAGE
- EASTER PAGE
- EARTH DAY PAGE
- MOTHER'S DAY PAGE
- GATEWAY

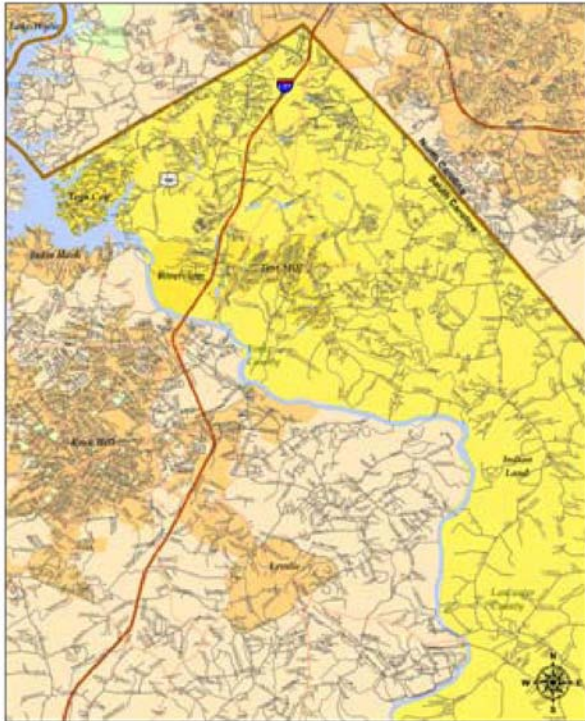
- January & February
- March
- April
- April
- April & May
- May

Weeklies

The Herald
Life. Captured Every Day.
heraldonline.com



FORT MILL TIMES
Publishes: Wednesday
Circulation: 19,155



FORTMILLTIMES.COM
 Locals visit our site for current news and information regarding the growing Fort Mill area.

SPECIAL ADVERTISING OPPORTUNITIES

- TAX PREP GUIDES 1 & 2
- VALENTINE PAGE
- HOME & GARDEN PAGE
- FORT MILL TOUR OF HOMES
- EASTER PAGE
- EARTH DAY PAGE
- MOTHER'S DAY PAGE
- FOCUS

- January & February
- January & February
- March
- April
- April
- April
- April & May
- July

Weeklies

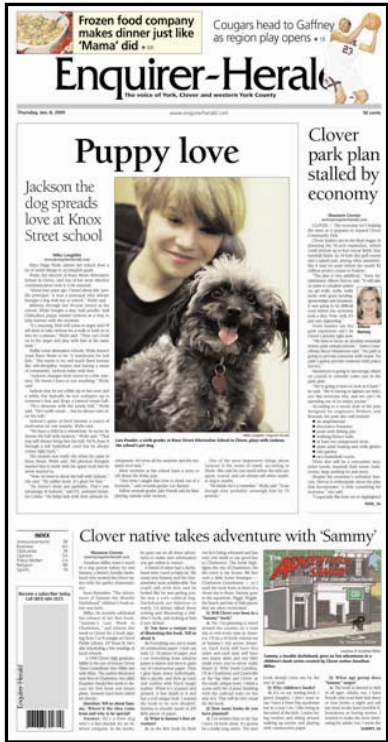
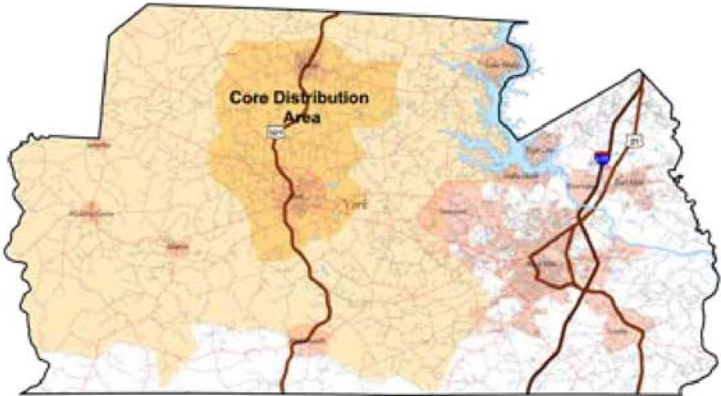
The Herald
Life. Captured Every Day.
 heraldonline.com



Enquirer-Herald

Publishes: Thursday
Circulation: 3,063

The Voice of
 York, Clover and
 Western York
 County



SPECIAL ADVERTISING OPPORTUNITIES:

VALENTINE PAGE
 HOME & GARDEN PAGE
 EASTER PAGE
 EARTH DAY PAGE
 MOTHER'S DAY PAGE
 GRADUATION
 WESTERN WATCH

January & February
 March
 April
 April
 April & May
 May
 June

ENQUIRERHERALD.COM

Visit us online for all the latest local news and events.

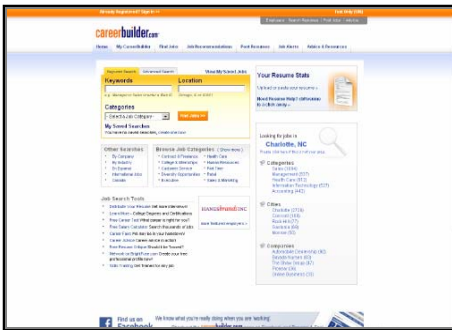
Weeklies

The Herald
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 heraldonline.com

employment

Did you know...68% of adults in our area who plan to look for a new job in the next 12 months have read The Herald in the past week?

Source: 2007-2008 Scarborough Research



Employment CAREERBUILDER.COM

Daily: Tap into the number one source for recruiters. With a variety of options available, you can search for a new job and get career advice as well.

Employment CAREERBUILDER VIDEO

Showcase your job openings with an online video when you include a 30-day CareerBuilder job posting with your print buy. You get a fully produced 30 second streaming video of your job posting.



Employment Partnership with AFTERCOLLEGE.COM

AfterCollege connects college students, alumni and employers through customized career networks at colleges and professional organizations across the country. This site powers the largest number of career networks on the internet, delivering thousands of exclusive opportunities to students and alumni each day.

Employment

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HERALDONLINE.COM

Rock Hill's home page.
This is the most popular local site in
York, Chester and Lancaster counties.



LAKEWYLIEPILOT.COM

The online destination for news
and information on events and
happenings in the Lake Wylie
community.



FORTMILLTIMES.COM

Locals visit our site for current
news and information regarding
the growing Fort Mill area.



REJUVENATEMAG.COM

Celebrating the Attitudes,
Passions and Aspirations of
Women in Upstate South
Carolina



ENQUIRERHERALD.COM

Serving Western York County with
up-to-date local news, events and
activities.



YORKCOUNTYMOMS.COM

Great place for moms in York, Chester and
Lancaster counties to share motherhood
experiences, photos and advice.

Online

The Herald
Life. Captured Every Day.
heraldonline.com

real estate

2008 cost of living index in Rock Hill: 83.8
(less than average, U.S. average is 100)

Source: city-data.com

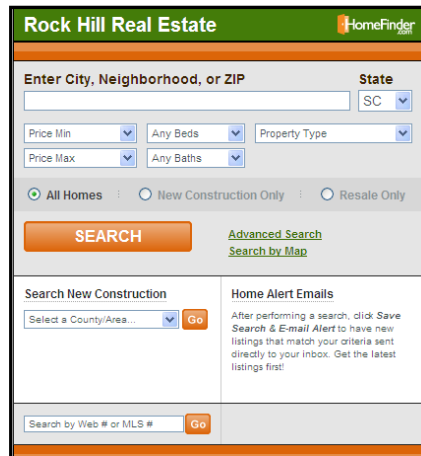
Online Opportunities – APARTMENTS.COM

Apartments.com integrates the most current apartment classified listings from its newspaper affiliates into its national database of visual content, offering renters one of the most comprehensive sources of apartment information available online.



Weekly Advertising Sections – REAL ESTATE

Sunday: Shining a light on the local experience of buying, selling and renting property. Features homes and land for sale as well as rentals.



Online Opportunities – HOMEFINDER.COM

There are 2.7 million listings in our National Home Search. HomeFinder.com provides local, comprehensive property listings and rich content to home buyers and sellers nationwide, while delivering a suite of advertising solutions that offer choice and results that enable real estate professionals to grow their business.

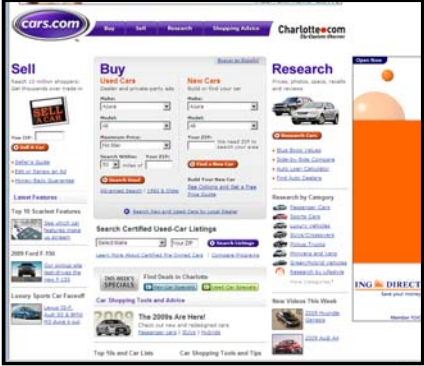
Real Estate

The Herald
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heraldonline.com



Did you know...61% of adults in York, Chester & Lancaster who plan to purchase a new or used vehicle in the next year have read The Herald in the past week?

Source: 2007-2008 Scarborough Research



Specialty Products Cars.com.

As an advertiser, feel confident that Cars.com will connect you with quality car buyers. Visited by more than 10 million car shoppers each month, it is the leading destination for online car shoppers, offering credible and easy-to-understand information from consumers and experts to help buyers formulate opinions on what to buy, where to buy and how much to pay for a car.

Weekly Sections - AUTOMOTIVE

Friday: The source for new or used cars and trucks. This features an in depth auto review each week.

niche product pages

Weekly Sections – CONSIGNMENT SHOPS

Thursday: Published in the Local & State section every week. A great vehicle for advertising your local consignment shop.

Weekly Sections – ANTIQUES PAGE

Wednesday: Published in the Local & State section every week. A great vehicle for advertising your local antique business.

Monthly Feature – CRIME STOPPERS PAGE

Tuesday: Published the second Tuesday of every month highlighting ways to help stop crime in your community.

Weekly Feature – COUPON PAGE

Sunday: This special feature publishes once per week and is a great, affordable way to draw customers into your store with a coupon they can clip and redeem.

Niche

direct marketing



Direct Marketing BUZZ BARGAINS

Distributed to subscribers on Sunday and non-subscribers on Wednesday. This product wraps a wide variety of valuable inserts.



PREPRINT KRAFT WRAP
The kraft jacket wraps around the paper for extremely high visibility. Available any day of the week.



Direct Marketing PREPRINTED INSERTS

A perfect way to reach the serious shopper! Inserts are available every day except Monday.



Direct Marketing SOLO MAIL

Turnkey direct marketing services. Our direct marketing specialists can help you target your message down to the household level with an effective marketing message.



PRINT & DELIVER

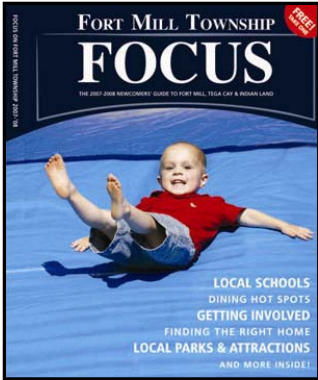
Distribute your message to your choice of Herald subscribers, non-subscribers or both.



FRONT PAGE AD NOTES

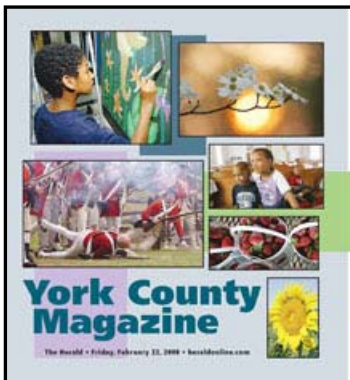
Front page advertising! Who can miss it? Readers reach for and read the note.

magazines



FORT MILL FOCUS

Focus is an annual newcomer's magazine filled with useful information about Fort Mill, Tega Cay and Indian Land



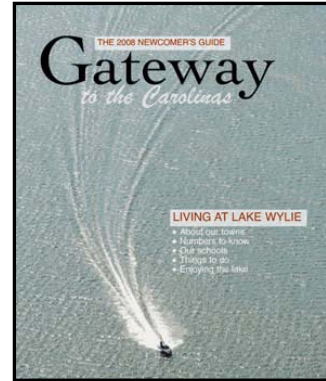
YORK COUNTY MAGAZINE

Publishes twice each year:
Newcomer's Guide in the spring and a second edition with a focus on fall.



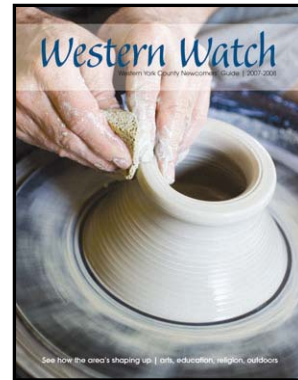
REJUVENATE

Dedicated to the lifestyles and pursuits of women ages 25-54 in Fort Mill, Rock Hill & Lake Wylie.



GATEWAY

Gateway is an annual newcomer's magazine filled with useful information about the communities that surround Lake Wylie.



WESTERN WATCH

Published once a year, Western Watch is an annual newcomer's guide for those relocating to western York County.

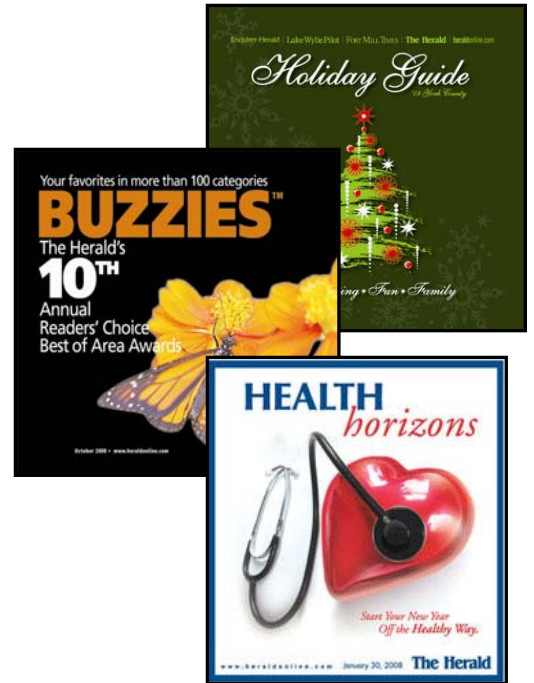
Magazines

specialty
products
& pages

DISTRIBUTION: FORT MILL TIMES, LAKE
WYLIE PILOT & ENQUIRER-HERALD

Valentine Page
Home & Garden Page
Easter Page
Earth Day Page

January
March
March
April



DISTRIBUTION: THE HERALD

Health Horizons
Chamber Connections
Rejuvenate
York County Magazine
Home Builder's Assoc. Directory
Spring Fever
Come See Me

January & May
Monthly
February & April
March
March
March
April

DISTRIBUTION: ALL PRODUCTS

Valentine's Day Page
Mother's Day Page

February
April & May

Specialty

The Herald
Life. Captured Every Day.
heraldonline.com