

Online Advertising Opportunities

on DiscoverSouthCarolina.com and SouthCarolinaParks.com

SCPRT's multi-million dollar marketing efforts are driving consumers to the new South Carolina websites in 2006.

You have four ways to benefit by customizing your message on multiple special interest pages to pre-qualified audiences.

1. Monthly Home Page Sponsorship Options

DiscoverSouthCarolina.com

PREMIUM
\$4,000*
SECONDARY
\$2,500*
* PER MONTH



SouthCarolinaParks.com

PREMIUM
\$2,500*
SECONDARY
\$1,500*
* PER MONTH



Premium gross ad rate includes design of a 420x100 pixel banner and a link to your page. Secondary ad includes a 135x100 pixel photographic image, a 50-character headline, 100-characters of copy and a link to your page.

2. Category Specific Page Sponsorship Options

DiscoverSouthCarolina.com

See and Do

- a. Islands and Coast
 - i. Beaches
 - ii. Grand Strand/ Myrtle Beach Area
 - iii. Historic Charleston
 - iv. Lowcountry and Resort Islands
- b. Lakes and Blackwater Rivers
 - i. Old 96 District
 - ii. Capital City/ Lake Murray Country
 - iii. Pee Dee Country
 - iv. Santee Cooper Country
 - v. Thoroughbred Country
- c. Waterfalls and Whitewater
 - i. Waterfalls
 - ii. Whitewater
 - iii. Discover Upcountry Carolina
 - iv. Olde English District
- d. Backroads
 - i. Scenic Byways
 - ii. Driving Tours
- e. History and Heritage
 - i. African American
 - ii. American Revolution
 - iii. Civil War
 - iv. Historic Churches & Synagogues
 - v. Historic Festivals
 - vi. Historic Sites
 - vii. Military Sites and Museums
 - viii. Plantations, Homes and Gardens
- f. Golf
- g. Chick Trips
- h. Kids Rule
- i. Calendar of Events



Includes 135x100 pixel image or logo, 100 characters and link to your page.

Lodging

- a. Bed and Breakfasts/Historical Inns
- b. Campgrounds
- c. Hotels/Motels
- d. Vacation Rental
- e. Pet Friendly
- f. Unusual

Shop, Eat, Drink

- a. Shopping
- b. Dining
- c. Food Festivals
- d. Arts and Entertainment

Outdoor Activities

- a. Birding
- b. Boating
- c. Fall Foliage
- d. Fishing
- e. Golfing
- f. Hiking
- g. Lakes and Waterfalls
- h. Outfitters and Guides
- i. Paddle
- j. Trails
- k. Wildflowers

3. Category Specific Page Sponsorship Options

SouthCarolinaParks.com

Starting from
\$100
per month

Parks Finder

- a. Park Locator
 - i. 46 Individual Parks Pages (420x100 banner per page)
- b. Park Programs
- c. Interpretive Centers

Cabins and Resort

- a. Reservations
- b. Cabins and Villas
- c. Lodge Rooms

Camp

- a. Reservations
- b. Tent and RV Camping
- c. Carolina Camper Cabins
- d. Trailside Camping
- e. Boat-in Camping
- f. Equestrian Camping
- g. Primitive Camping for Groups
- h. Camping Recipes

Waves & Water

- a. Beaches
- b. Boating
- c. Paddling
- d. Lakes
- e. River
- f. Scuba
- g. Fishing

Boots & Bikes

- a. Hike
- b. Bike
- c. Interpretive Trails
- d. Equestrian Trail & Facilities

Soldiers & Settlers

- a. Historic Homes
- b. Dig it!
- c. Native Americans
- d. American Revolution
- e. SC Birthplace
- f. SC State House
- g. Civil War
- h. Civilian Conservation Corps

Beautiful Places

- a. Beach Scapes
- b. Mountain Vistas
- c. Waterfalls
- d. Lighthouse
- e. Wildlife
- f. Ace Basin
- g. Fall Foliage
- h. Postcards

Column Categories

- Groups
- Meeting and Retreats
- Family Reunions
- Weddings

PAGE SPONSORSHIP GROSS RATES*

| | 3 months | 6 months (5% off) | 9 months (10% off) | 12 months (15% off) |
|--|----------|----------------------|-----------------------|------------------------|
| | \$300 | \$570 | \$810 | \$1,020 |
| | \$500 | \$950 | \$1,350 | \$1,700 |
| | \$750 | \$1,425 | \$2,025 | \$2,550 |
| | \$1,000 | \$1,900 | \$2,700 | \$3,400 |

* Color coded by page sponsorship ad gross rate.

4. Hot Deals Listings

Hot Deals pages will continue to be offered due to their popularity with visitors on the previous version of DiscoverSouthCarolina.com.

Take advantage of category-specific listings to reach this audience of deal seekers!

| HOT DEALS GROSS RATES | | | |
|-----------------------|----------------------|-----------------------|------------------------|
| | 6 months (5% off) | 9 months (10% off) | 12 months (15% off) |
| One month | \$500 | \$2,850 | \$4,050 |
| | \$5,100 | | |

Your Hot Deals listing includes a 50 character headline and an interior deal description, image and URL.

Coming Soon...

**Enhance your listing on DiscoverSouthCarolina.com:
add an image or an IPIX feature!**

Details to come... feel free to contact us!



For more information on these new options or a customized package, call Lauren Curler at 843.577.7327 or email lcurler@RawleMurdy.com.

SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION & TOURISM

INSERTION ORDER 2006

Fax completed order to (843) 722-3960

If you have questions or need more information, call Lauren Curler or Ivie Parker (843) 577-7327

Online: DiscoverSouthCarolina.com

Consult your Online Ad Sales Guide for Page Sponsorship details and rates

Advertiser Information:

Client/Advertiser _____
 Client Contact Person _____
 Street Address _____
 City _____ State _____ Zip _____
 Telephone (_____) _____
 Fax (_____) _____
 E-Mail Address _____

Ad Agency Information (if applicable):

Advertiser's Agency _____
 Agency Contact Person _____
 Street Address _____
 City _____ State _____ Zip _____
 Telephone (_____) _____
 Fax (_____) _____
 E-Mail Address _____

Send Invoice to (circle one): Advertiser or Agency

ADVERTISING SPACE IS LIMITED

Space is granted on an as-received basis and is unavailable once sold out. Tourism Marketing Partnership Program (TMPP) monies cannot be used in any South Carolina Department of Parks, Recreation & Tourism co-op including programs offered herein. Publisher reserves the right to revise distribution plan.

***PAYMENT POLICY:** Ad campaigns are monthly or quarterly. The Early Rate Payment is due on the first day of the first month or quarter your ad is scheduled to go live. The advertiser will be responsible for the Regular ad rate after that date, which is a 10% increase from the Early Rate. Please see your invoice for more details. All published rates are gross and commissionable to recognized ad agencies. There will be a 1.5% Monthly Finance Charge added to all late payments. Sorry, no exceptions.

I understand this is a binding space insertion order and I agree to the payment policy. Insertions cancelled after applicable space closing date will be billed in full.

AUTHORIZED SIGNATURE

Fax Space Reservations To:
 Rawle Murdy Associates, Inc.
 c/o Lauren Curler/Ivie Parker

Fax: (843) 722-3960
 Phone: (843) 577-7327

Send All Payments To:
 Rawle Murdy Associates, Inc.
 c/o Teresa Waters
 Post Office Box 1117
 Charleston, SC 29402-1117
 (843) 577-7327

| <i>Check Desired Unit(s) Below</i> | | Early Rate* | Reg. Rate* |
|---|-----------------|--------------|-------------|
| ↓ Home Page Monthly Sponsorships | | | |
| <i>Exclusive home page positions on DiscoverSouthCarolina.com</i> | | | |
| <input type="checkbox"/> Premium Ad | Month: _____ | \$ 4,000 | \$ 4,400 |
| | Month: _____ | \$ 4,000 | \$ 4,400 |
| | Month: _____ | \$ 4,000 | \$ 4,400 |
| <input type="checkbox"/> Secondary Ad | Month: _____ | \$ 2,500 | \$ 2,750 |
| | Month: _____ | \$ 2,500 | \$ 2,750 |
| | Month: _____ | \$ 2,500 | \$ 2,750 |
| ↓ Category Specific Quarterly Page Sponsorships | | | |
| <i>Choose any combination of individual page sponsorships.</i> | | | |
| List page name, then circle Start Month and Duration: | | | |
| Page Name: _____ | Early Rate*: | Reg. Rate*: | |
| <input type="checkbox"/> Start month: April, July, October, January | | | |
| Duration: Three, Six, Nine or Twelve months | | | |
| Page Name: _____ | Early Rate*: | Reg. Rate*: | |
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| <input type="checkbox"/> Start month: April, July, October, January | | | |
| Duration: Three, Six, Nine or Twelve months | | | |
| ↓ Hot Deals Monthly Listings (by category) | | | |
| <i>Categories of listings include Discounts, Romance, Golf, Family, History</i> | | | |
| Indicate which month(s) for your listing(s) | | Early Rate*: | Reg. Rate*: |
| <input type="checkbox"/> One Month | Month(s): _____ | \$ 500 | \$ 550 |
| <input type="checkbox"/> Six Months | _____ | \$ 2,850 | \$ 3,135 |
| <input type="checkbox"/> Nine Months | _____ | \$ 4,050 | \$ 4,455 |
| <input type="checkbox"/> Twelve Months | _____ | \$ 5,100 | \$ 5,610 |
| <i>Total Gross Cost</i> | | | |
| <i>Less Agency Commission (15%)</i> | | | |
| Total Net Cost | | | |

SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION & TOURISM

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If you have questions or need more information, call Lauren Curler or Ivie Parker (843) 577-7327

Online: SouthCarolinaParks.com

Consult your Online Ad Sales Guide for Page Sponsorship details and rates

Please note: Accommodations partners cannot advertise on the Parks site

Advertiser Information:

Client/Advertiser _____
 Client Contact Person _____
 Street Address _____
 City _____ State _____ Zip _____
 Telephone (_____) _____
 Fax (_____) _____
 E-Mail Address _____

Ad Agency Information (if applicable):

Advertiser's Agency _____
 Agency Contact Person _____
 Street Address _____
 City _____ State _____ Zip _____
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 E-Mail Address _____

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| | Month: _____ | \$ 2,500 | \$ 2,750 |
| | Month: _____ | \$ 2,500 | \$ 2,750 |
| <input type="checkbox"/> Secondary Ad | Month: _____ | \$ 1,500 | \$ 1,650 |
| | Month: _____ | \$ 1,500 | \$ 1,650 |
| | Month: _____ | \$ 1,500 | \$ 1,650 |

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|---|--------------|-------------|
| <i>Choose any combination of individual page sponsorships.</i> | | |
| List page name, then circle Start Month and Duration: | | |
| Page Name: _____ | Early Rate*: | Reg. Rate*: |
| <input type="checkbox"/> Start month: April, July, October, January | | |
| Duration: Three, Six, Nine or Twelve months | | |
| Page Name: _____ | Early Rate*: | Reg. Rate*: |
| <input type="checkbox"/> Start month: April, July, October, January | | |
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| <input type="checkbox"/> Six Months | | \$ 2,850 |
| <input type="checkbox"/> Nine Months | | \$ 4,050 |
| <input type="checkbox"/> Twelve Months | | \$ 5,100 |

| | | |
|-------------------------------------|--|--|
| <i>Total Gross Cost</i> | | |
| <i>Less Agency Commission (15%)</i> | | |
| Total Net Cost | | |

| Category Specific Quarterly Page Sponsorships Rate Key | | | | | |
|---|------------|--------------|---|------------|--------------|
| Boating, Fishing and All Column Categories (purple) | | | All Other Quarterly Page Sponsorships (green) | | |
| | Early Rate | Regular Rate | | Early Rate | Regular Rate |
| 3 months | \$500 | \$550 | 3 months | \$300 | \$330 |
| 6 months | \$950 | \$1,045 | 6 months | \$570 | \$627 |
| 9 months | \$1,350 | \$1,485 | 9 months | \$810 | \$891 |
| 12 months | \$1,700 | \$1,870 | 12 months | \$1,020 | \$1,122 |