

AUDIENCE EXTENSION PACKAGES

Desk & Mobile Display Advertising

Looking to reach your audience in a cost-effective way? Let HCP Media's Audience Extension Packages help you reach your potential customer. Our unique technology concentrates on capturing the right audience by analyzing millions of online and offline data points. We target, deliver, measure and optimize your display campaign in order to find the right potential audience.



SEARCH RETARGETING

Using search retargeting, advertisers are able to target prospects with display ads based on the searches they perform across the web.



CONTENT TARGETING

Content targeting looks at the category or keywords of the current page a consumer is viewing and then serves them relevant ads based on that content. As a result, viewers only see ads they're interested in.



SITE RETARGETING

Site retargeting allows you to capture data about users and target them even after they leave your site and continue to browse the web.



BEHAVIORAL TARGETING

Behavioral targeting is a technique used by online publishers and advertisers to increase the effectiveness of their campaigns through information collected on an individual's web browsing behavior. Examples include the sites they have visited and searches they have made in order to select which advertisements to display to that individual.



GEO-FENCING & GEO-TARGETING

Geo-fencing is the most accurate way to target mobile users wherever they go. Geo-fencing targets customers who have been to or near your location with special offers or incentives. Geo-targeting in geomarketing and internet marketing is the method of determining the geolocation of a website visitor and delivering different content to that visitor based on his or her location, such as country, region/state, city, organization, IP address, ISP or other criteria.



DEMOGRAPHIC AUDIENCE

Demographic audience targets your potential clients based on third-party data. Audience segments can be customized to match your target demographic profile.



SOCIAL MEDIA RETARGETING

With social media retargeting, you can grow your business via social media audiences with retargeted ads.



THREE MONTHLY PACKAGES TO FIT YOUR BUDGET (Minimum of 6-month agreement)

GOLD PACKAGE

\$3,000/month

Ad Size: 300 x 250, 728 x 90, 160 x 600, 600 x 315, 320 x 50
(Max file size 100KB)

Dates: Monthly

Impressions: 500,000

SILVER PACKAGE:

\$1,625/month

Ad Size: 300 x 250, 728 x 90, 160 x 600, 600 x 315, 320 x 50
(Max file size 100KB)

Dates: Monthly

Impressions: 250,000

BRONZE PACKAGE:

\$1050/month

Ad Size: 300 x 250, 728 x 90, 160 x 600, 600 x 315, 320 x 50
(Max file size 100KB)

Dates: Monthly

Impressions: 150,000

DISCOVER CHARLESTON

CONNOISSEUR

THE MAGAZINE OF KIAWAH ISLAND GOLF RESORT 2017/18

SEA ISLAND CONCIERGE

The Magazine of Isle of Palms, Folly Beach, Kiawah, Seabrook and Sullivan's Island 2017/18

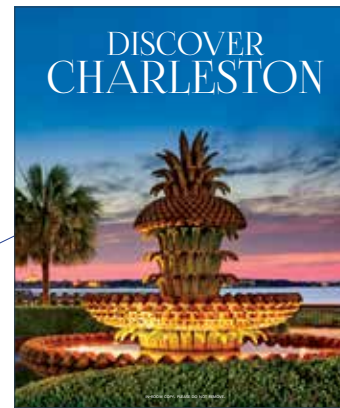
CHARLESTON COAST VACATION GUIDE

THE MAGAZINE OF DUNES PROPERTIES OF CHARLESTON: 2017/2018

ADVERTISE WITH US

Charleston is consistently ranked the **No. 1** visitor destination in the U.S. Visitors eager to immerse themselves in the history, heritage and culture of the region invest about **\$13.8 billion** a year into the local economy. This year, an additional **3.4 million** visitors are expected to travel to the city to visit the renowned attractions, sample the legendary dining, enjoy the world-class art and shop at some of the city's finest

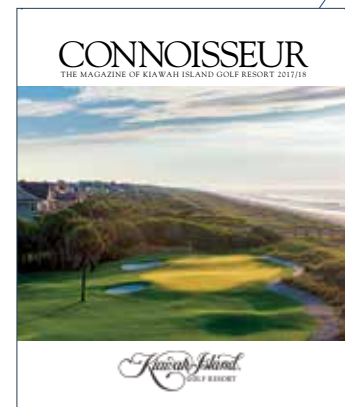
boutiques. That's a growth of more than two percent since 2016. With exclusive distribution at more than **5,723 hotel rooms** in the greater Charleston area, our suite of Lowcountry publications can get you where those visitors are. And with our robust online presence – whether that's through our website or our Facebook, Twitter or Instagram accounts – we can also take you where they are sure to be.



Exclusive distribution in over **5,723** hotel rooms in the Charleston area

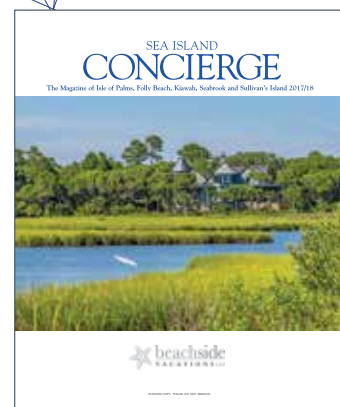


212 in room distribution at Dunes Properties



Digital issues sent to **343,000** verified Kiawah email addresses

1,555 in-room distribution at Kiawah Island Golf Resort



1,222 in-room distribution in Seabrook Island



ANNUAL PUBLICATION RATES (includes a year banner ads on discovercharleston.com)

Size	Four-Color
Full Page	\$7,250
Half Page	\$4,800
Back Cover	\$12,000
Inside Front Cover	\$9,200
Inside Back Cover	\$8,250
Guaranteed Position (Subject to Availability): +15%	
Bleed Premium:	No Charge

CLOSING DATES

Space Reservations:	February 23, 2018
Material Due:	March 15, 2018
Publication Date:	May 2018

INQUIRIES & SPACE RESERVATIONS:

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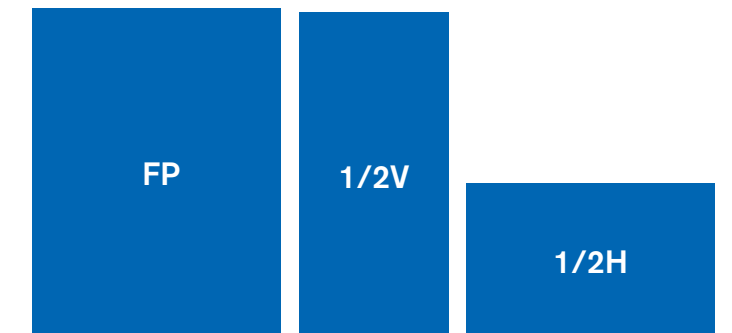
AD MATERIAL REQUIREMENTS*

1. Electronic files are to be sent in Macintosh format only. Accepted programs include Adobe Photoshop, Adobe Illustrator & Adobe InDesign. Include all postscript and screen fonts. Include all images as EPS, JPEG or TIFF in high resolution (at least 300 dpi at 100%) at CMYK. If files are not Provided as CMYK, we will be forced to convert the color and we cannot guarantee an exact match of color on press. PDF/X-1a files are preferred.
2. A color proof must accompany ad for all formats otherwise HCP Media will not accept liability for files that do not print correctly.*
3. Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.
4. Double-page spreads: Perfect alignment of type or design across gutter of two facing pages is not guaranteed. Live matter in facing page subject cannot be closer than 1/8" to gutter.

* If a high-quality color proof / Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a color control bar) are not provided, then we cannot guarantee color. Please note that all proofs must be made according to SWOP standards. Proofs that do not meet these criteria cannot be used for color matching.

MECHANICAL SPECIFICATIONS

Ad Size	Width	Height
Trim size	9"	10 7/8"
Bleed Page	9 1/4"	11 1/8"
Half-Page Vertical	3 7/8"	10 3/16"
Half-Page Horizontal	8"	5"



AD MATERIALS SHOULD BE SENT TO:

Elizabeth Rindone
HCP Media
3511 NW 91 Ave., Miami, FL 33172
Tel: 305-376-5203 • Fax: 305-995-8108
E-mail: erindone@hcpmedia.com

PAYMENTS:

Make checks payable to:
HCP Media
3511 NW 91 Ave., Miami, FL 33172