

**TheDigitel** truly complete

# Media kit

TheDigitel.com is the gateway to everything Charleston.

For questions, or when you're ready

843.278.5886

sponsors@thedigitel.com

[TheDigitel.com/sponsors/about](http://TheDigitel.com/sponsors/about) // fax: 843.278.2310

~~12,000~~

~~30,000~~

~~70,000~~

100,000

pages delivered a month.

### Top-tier content

Rather than re-invent the wheel, we use the Web to reference other writing, so we can create the best, most concise reporting.

### Exclusive video

Advertise on the site with great online video reporting.

### You're local, we're local

Stop throwing away cash on pages that have nothing to do with our area or its readers. Off topic content will get a lot of hits, but not results.

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# 500%

growth during the last three months

## TheDigitel is 100% local, and one of the Lowcountry's most popular Web sites.

### Reach in-the-know 18- to 40-year-olds

They want to know the news and events. And they want a great Web site. We're the only game in town. Get your message to them.

### More for your ad money

TheDigitel.com doesn't inundate or annoy readers with ads, and fewer ads per page means your ad is more likely to get noticed.

### Be part of a site that readers love

With a crisp design and a comprehensive focus, TheDigitel.com is what people want in a local news site. Readers no longer have to trudge through a mass of TV stations, newspapers, and dysfunctional Web sites.

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# Rate info

TheDigital.com is the gateway to everything Charleston.

**TheDigital** Pure Charleston

Charleston news for 1:51:42 p.m. Friday, March 27th  
Now: Cloudy, 66°  
Today: Hi 68°, Lo 61°  
Showers  
Tomorrow: Hi 67°, Lo 63°  
Scattered Thunderstorms  
Full forecast, radar map

Search

Search TheDigital and the Charleston Web scene  
Demonstration text ad goes right here.

**White House announces \$3 million more in energy funds for Charleston area**  
Read more

« 5 of 6 » (Pause by putting your mouse here)

**News**  
Unemployment: Nearly one in nine can't find work in South Carolina  
» Tourism plans shaken as Patriots Point announces layoffs  
» White House announces \$3 million more in energy funds for Charleston area  
» S.C. moves to block unemployment checks from those with severance pay  
» Tow truck driver's vehicle stolen, police say it's a drug deal gone bad

**Arts & Culture**  
Spaced Invaders perform free Fashion Week after party  
» Video interviews with Thursday night's presenters at CFW  
» Thursday night at Charleston Fashion Week (updated)  
» Live blogged: Charleston Fashion Week Thursday

**Offbeat**  
The search is on for a dog park mascot  
» Fashion Faux Paux Party at the Upper Deck  
» 'The Hills Have Thighs' to play at Greater Park Circle film society  
» It's a Stiletto Stampede! (updated x4 with more videos)

**Food**  
...ent guide is out

**What's hot**  
» Charleston Fashion Week

**Categories**  
» News (top stories)  
» Arts and culture  
» Entertainment  
» Videos  
» Food  
» Offbeat  
» Most popular stories

**Resources**  
» Events calendar  
» Our sponsors  
» Tweet with us  
» TheDigiCast  
» Movie theaters and showtimes  
» Classifieds  
» Topic search  
» More resources

**180px x 150px**

**180px x 150px**

**Your Charleston Fashion Week connection**  
Go on, click on over.

**What's new**  
» Fashion Faux Paux Party at the Upper Deck  
» The search is on for a dog park mascot  
» Spaced Invaders perform free Fashion Week after party  
» Bocce bash, party to benefit Special Olympics  
» Video interviews with Thursday night presenters at CFW  
» View all recently published stories

**Popular stories**  
» Six models blog Charleston Fashion Week (blogs updated x2)  
» Thursday night at Charleston Fashion Week (updated)  
» Live blogged: Charleston Fashion Week Thursday  
» Tuesday night at the Emergir Designer Competition semi-final show (updated)  
» CFW on Wednesday night: write-up and pictures

# Our rates and positions

## A: Text area

- » Text area.
- » \$166 for 15,000 impressions.
- » \$11 CPM.
- » Appears near the search box on the top of all pages.

## B: Left bar

- » 180px x 150px.
- » \$255 for 15,000 impression.
- » \$17 CPM.
- » Shows on all pages.

## C: Right bar

- » 250px x 250px.
- » \$225 for 15,000 impression.
- » \$15 CPM.

## D: Large lower box

- » 960px x 280px.
- » \$165 for 15,000 impressions.
- » \$11 CPM.

To place an ad or ask a question, e-mail [advertising@thedigital.com](mailto:advertising@thedigital.com) or phone 843.278.5886.

The screenshot shows the homepage of TheDigital.com with several ad placements. Position A is a text area at the top left. Position B is a vertical bar on the left side. Position C is a vertical bar on the right side. Position D is a large rectangular area at the bottom of the page.

A large rectangular area with a red and black abstract background, labeled with the dimensions 960px x 280px.

The 'What to do' section lists local events like 'The 17th Annual Limestone Open Festival' and 'The Hills Have Tigers'. The 'Recent comments' section shows user feedback on the same festival article.

The 'Videos' section features a video player with a play button and a thumbnail of a woman in a pink dress, with a caption about a Charleston Fashion Week event.

NOTE: Rates are current as of April 2009 and are subject to change without notice.

# Advertising contract

**Advertiser:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Contact info:** \_\_\_\_\_

**Payment method:**  Check  Visa  MasterCard  Other: \_\_\_\_\_

**Cardholder name:** \_\_\_\_\_

**Credit card no.:** \_\_\_\_\_ **Exp. Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Desired launch date** \_\_\_\_\_

**Desired end date** (optional) \_\_\_\_\_

**Ad position** \_\_\_\_\_

**No. of impressions** \_\_\_\_\_

**Graphic provided**  Yes  No

This section to be filled out by advertising representative:

**BASE COST** \_\_\_\_\_

**Discount note** \_\_\_\_\_

**DISCOUNT(S)** \_\_\_\_\_

**AMOUNT DUE** \_\_\_\_\_

For first-time advertisers, payment is due prior to advertisement's posting on TheDigitel.com or design of the advertisement. For repeat customers, payment is due within 15 days after posting. Late payments may be subject to a 5% penalty.



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**D: Large lower box**

- » 960px x 280px.
- » \$165 for 15,000 impressions.

I agree to all terms and conditions as stated on the back of this form and to pay Giant Hawk Media the above-written amount.

**SIGNED** \_\_\_\_\_

**DATE** \_\_\_\_\_

## TERMS AND CONDITIONS

**SCOPE OF SERVICES:** Giant Hawk Media will display advertising banners on TheDigital.com and other pages linked thereto. The advertisements will be limited to that advertiser's Web site or any other page located at another URL that the advertiser provides to Giant Hawk Media in writing.

**ADVERTISEMENT GRAPHICS:** All advertisement graphics must be provided by the advertiser in the appropriate format for TheDigital.com. Giant Hawk Media does not offer advertisement graphic design services, but we are willing to work with any third party design firms with whom the advertiser has a working arrangement.

**ADVERTISEMENT APPROVAL:** All advertisements must be approved by Giant Hawk Media. Any advertisement created for the advertiser by Giant Hawk Media must be approved by the advertiser prior to posting on TheDigital.com.

**RIGHT OF DECLINE:** Giant Hawk Media reserves the right to refuse any advertisement that does not completely conform to its advertising standards, whether in the content of the advertisement or the Web site to which said advertisement links. Any failure of an advertisement or of the site to which an advertisement links to conform to these standards will constitute a breach of this agreement.

**ADVERTISING STANDARDS:** Giant Hawk Media does not publish any advertisements that contain or link to obscene or objectionable material. What defines "obscene" or "objectionable" is left to the discretion of Giant Hawk Media and includes, but is not limited to: pornography, illegal products or services, infringement upon copyrights or trademarks, and plagiarism.

**ADVERTISEMENT DISPLAY:** Advertisements will be placed in the position selected by the advertiser or, if no specific position is requested, at Giant Hawk Media's discretion. An advertisement will have a random chance of appearing on each page load until the available balance of page views expires. Advertisers may select target end dates and Giant Hawk Media will adjust how often the advertisement appears in an effort to use all available impressions by the desired end date. Target dates are a free service offered to the advertiser and are not an exact science. Giant Hawk Media will not be responsible for an advertisement running later than or ending prior to a desired target date.

**LIMITATIONS OF LIABILITY:** Neither party shall be liable to the other for special, indirect or consequential damages incurred or suffered by the other arising as a result of or related to the performance of the terms of this agreement, whether in contract, in tort, or otherwise, even if the other has been advised of the possibility of such loss or damages. The advertiser will indemnify and hold Giant Hawk Media harmless against any claims incurred by Giant Hawk Media arising out of or in conjunction with the placement or display of any advertisement or the advertiser's breach of this agreement, as well as all reasonable costs, expenses and attorneys' fees incurred therein. Giant Hawk Media's total liability under this agreement with respect to any advertisements, regardless of cause or theory of recovery, will not exceed the total amount of fees paid by the advertiser to Giant Hawk Media.

**ADVERTISING RATES:** All contracts are subject to Giant Hawk Media's published advertising rates. Giant Hawk Media reserves the right to alter advertising rates at any given time, however such rate changes will not affect contracts already agreed upon. When a contract comes up for renewal, Giant Hawk will inform the advertiser of the new advertising rates.

**PAYMENT:** For first-time advertisers, payment is due prior to advertisement's posting on TheDigital.com or design of the advertisement. For repeat customers, payment is due within 15 days after posting. Late payments may be subject to a 5% penalty. Giant Hawk Media reserves the right to hold the advertiser and its authorized advertising agent jointly and severally liable for any and all amounts owed.

**REFUNDS:** After the commencement of an advertisement, that is, by the advertisement being available, accessible, or viewable to third parties on TheDigital.com, there will be no refund of monies paid or owed by the advertiser to Giant Hawk Media.

**AGREEMENT:** The signature of the advertiser or its authorized advertising agent on the front of this agreement constitutes full understanding of and willingness to abide by all of the terms and conditions as stated above.