

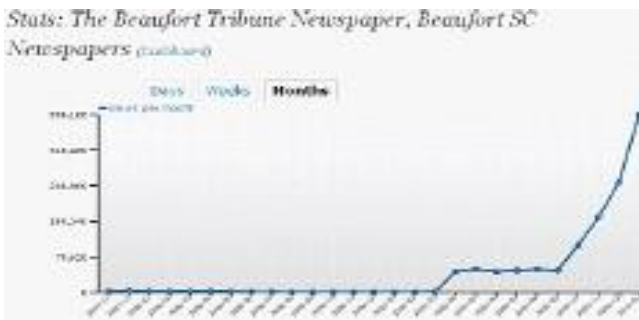
**Hometown Local Media, Inc. (HLMI) - Rate Schedule as of February 21, 2010**  
**The Beaufort Tribune - South Of The Broad - Mugfaces.com**  
**Please direct your inquiries by email to: ads@yourhometownlocal.com**

**OUR FOUR SIMPLE PRINCIPLES**

Our low rates are based on four simple principles:

1. Your ad is always on our front page and on every page of every standard article.
2. You pay only for the size of your ad and you have a choice of numerous proportions for that size (width x height).
3. You pay only for the number of times per month our pages with ads are viewed by our readers, based on Google Analytics.
4. Your advertising package includes the ad, a front page feature article about your business, link from ad to article & link to your website.

Cost per month per 100,000 page views = CPM  
 These CPM rates are based on January 2010 page views shown in graph at right, split as follows:  
 The Beaufort Tribune/South Of The Broad = 1 CPM  
 MugFaces.com = 3 CPM  
 Total page views January 2010: 407,519 = 4 CPM  
 Source: Google Analytics



**STANDARD PACKAGES - SEE SEPARATE PAGE FOR BANNER PROPORTION CHOICES**

Standard Banner Package with front-page banner, feature article & links		Cost per month per 100,000 page views (CPM)
<b>MB-MINI BANNER - available to non-profits only</b>	7,500 pixels	\$125.00
<b>ISB-INDUSTRY STANDARD BANNER</b>	15,000 pixels	250.00
<b>QB-QUARTER BANNER</b>	22,500 pixels	250.00
<b>BB-BOOK BANNER</b>	33,750 pixels	350.00
<b>HB-HALF BANNER</b>	45,000 pixels	450.00
<b>3QB-THREE QUARTER BANNER</b>	67,500 pixels	675.00
<b>FB-FULL BANNER</b>	90,000 pixels	930.00

**PREMIUM PACKAGES**

Category Sponsor: 1.5 times standard package rate  
 Special Feature Section: 2 times standard package rate  
 Masthead Banner & Footer Banner - Ask for price quote

**COMMUNITY CALENDAR**

**Event Calendar**

\$100 for non-profit organizations - Per event day (max. 75 words) plus front page feature article (max. 500 words 3 photos)  
 \$200 for commercial organizations - Per event day (max. 75 words) plus front page feature article (max. 500 words 3 photos)

**SPECIAL ITEMS**

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\$200 - In memoriam article with photographs  
 \$200 - Exoneration article

**TERMS OF SERVICE**

**Terms of Service**

Customer prepares text for article (max. 500 words & 3 photos), subject to editing and acceptance by HLMI.  
 HLMI reserves right not to accept advertisement, article or photo for any reason or without a reason.  
 Customer contract cancellation does not entitle customer to any refund on prepaid contract amount.  
 HLMI reserves the right to cancel ad at any time and refund unused payment pro-rated by number of days remaining.  
 Ad sizes and dimensions may vary by 5% of amounts stated above; all ad dimensions include outside margins.  
 Exact placement of ad on a page is subject to the discretion of HLMI.  
 HLMI may require minimum and/or maximum contract length.  
 All amounts must be prepaid before advertising will start. These rates and terms are subject to change at any time without notice.