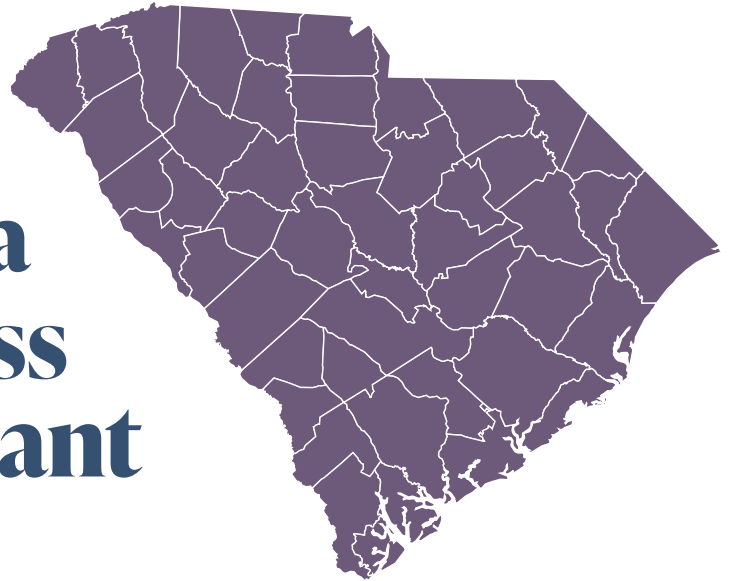


2023 – The Fourth Annual

South Carolina Small Business Marketing Grant



PRESENTED BY

Evening Post Publishing Newspaper Group

Evening Post Newspaper Group, owner of The Post and Courier and more than 10 other media brands in the state of South Carolina is proud to again support small businesses in our state by offering a matching marketing grant program in Q1 and Q2 of 2023. Since the launch of this matching grant program in 2020, Evening Post Publishing has supported more than 250 small businesses and nonprofit organizations by matching more than \$1 million in advertising value.

The Post and Courier

The Post and Courier
COLUMBIA

The Post and Courier
GREENVILLE

The Post and Courier
HILTON HEAD

The Post and Courier
MYRTLE BEACH

The Post and Courier
NORTH AUGUSTA

The Post and Courier
SPARTANBURG

Aiken Standard

WILMINGTON
INDEPENDENT
where community matters.

freetimes
The Post and Courier company

gazette
where community matters

Georgetown Times

Lowcountry
parent

King
COLUMBUS
Historically Black College Community Service

MOULTRIE NEWS
East Cooper's Weekly Community Newspaper Since 1964

The News
"Making a difference one week at a time"

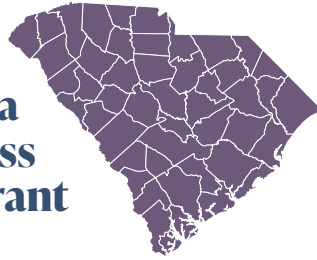
the summerville
JOURNAL SCENE
where community matters.



From the Publisher

2023 – The Fourth Annual

South Carolina Small Business Marketing Grant



Dear Small Business Owner,

For more than 100 years, the newspapers of Evening Post Publishing Newspaper Group have remained anchors throughout our local communities. Our brands continue to serve as dependable sources of hyperlocal news while partnering with businesses and nonprofit organizations to grow through comprehensive marketing efforts. Today, we are South Carolina's largest source of local news with The Post and Courier continuing to expand statewide alongside our other longstanding newspaper brands. Our news organizations continue to evolve but one thing remains constant: our dedication to both our readers and to our local business communities.

With that in mind, we are pleased to again offer to our business communities the fourth annual **South Carolina Small Business Marketing Matching Grant** program. In the last three years, our company has partnered with more than 250 organizations across the state, providing over \$1 million in matched advertising value. Again this year, Evening Post Publishing will offer matches for advertising space, print and online. Businesses may apply for this matching grant through a brief online application and if selected, our staff will work with your organization to develop a strategy to best use this awarded advertising space. These grants can include advertising in multiple properties or markets for businesses that operate in more than one of our markets. Grants will be awarded in various amounts between \$500 and up to \$25,000 per organization, and will be matched dollar-for-dollar with paid investments.

Whether you represent a restaurant in Columbia or a real estate team in Greenville, a dental practice in Charleston or an insurance firm in Aiken – Evening Post is here to support you ahead of the potential economic recession. Research shows that a consistent marketing and advertising strategy during economic disruptions like a recession allow businesses to not only survive, but thrive. As your organization plans for the coming months, we invite you to apply for our marketing matching grants to extend your marketing reach as broad as possible.

Thank you for continuing to read and support our brands across the state. We look forward to continually providing you quality local and investigative journalism in the future.

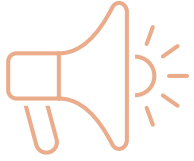
My best,

P.J. Browning

Publisher, The Post and Courier
President, Evening Post Publishing Newspaper Group



Overview of Our Solutions



Grab a prospect's attention

- Print Advertising
- Front-Cover Sticky Notes
- Glossy P&D Inserts
- Banner Advertising on postandcourier.com
- Video Advertising on postandcourier.com
- Sponsored Content
- Photography
- Videography
- Graphic Design Services



Target your ideal audience

- E-Newsletters
- Event Sponsorships
- High-Impact Units on postandcourier.com
- Mobile Geofencing
- Behavioral Targeting
- Social Media Marketing (Facebook, Instagram, LinkedIn)
- Video Advertising: OTT/CTV



Generate quality leads

- Search Engine Marketing (Paid Search)
- Keyword Search Retargeting
- Site Retargeting
- Online Contesting
- Website Development/Maintenance



Promote your event or initiative

- Print Advertising
- High-Impact Units on postandcourier.com
- Front-Cover Sticky Notes
- Local Email Blast (SSO)
- Social Media Marketing

Advertising match may include any solutions related to Evening Post Publishing's owned and operated platforms/solutions.



Overview of Our Brands

CHARLESTON

The Post and Courier

postandcourier.com

Berkeley, Dorchester, Charleston counties and beyond

DISTRIBUTION:

Daily: 25,132 | Sunday: 28,873

DIGITAL / SOCIAL AUDIENCE:

Avg. Monthly Pageviews: 9,484,417

Avg. Monthly Unique Visitors: 1,451,383

Total Social Audience: 718,417

Opt-in Email List: 66,307

The Moultrie News

moultrienews.com

Mt. Pleasant, Daniel Island, Isle of Palms, Sullivan's Island

DISTRIBUTION:

Wednesday: 24,440 ground delivery

DIGITAL / SOCIAL AUDIENCE:

Avg. Monthly Pageviews: 58,285

Avg. Monthly Unique Visitors: 38,708

Total Social Audience: 24,273

Opt-in Email List: 7,019

Summerville Journal Scene

journalscene.com

Summerville, Ridgeville

DISTRIBUTION:

Wednesday: 20,272 in racks, mailed and ground delivery

DIGITAL / SOCIAL AUDIENCE:

Avg. Monthly Pageviews: 44,939

Avg. Monthly Unique Visitors: 27,707

Total Social Audience: 19,250

Opt-in Email List: 11,169

Berkeley Independent

berkeleyind.com

Moncks Corner, Bonneau, St. Stephen

DISTRIBUTION:

Wednesday: 1,020 in racks and mailed

DIGITAL / SOCIAL AUDIENCE:

Avg. Monthly Pageviews: 22,423

Avg. Monthly Unique Visitors: 14,977

Total Social Audience: 6,150

Opt-in Email List: 6,233

Goose Creek Gazette

ourgazette.com

Goose Creek

DISTRIBUTION:

Thursday: 9,052 in racks and ground delivery

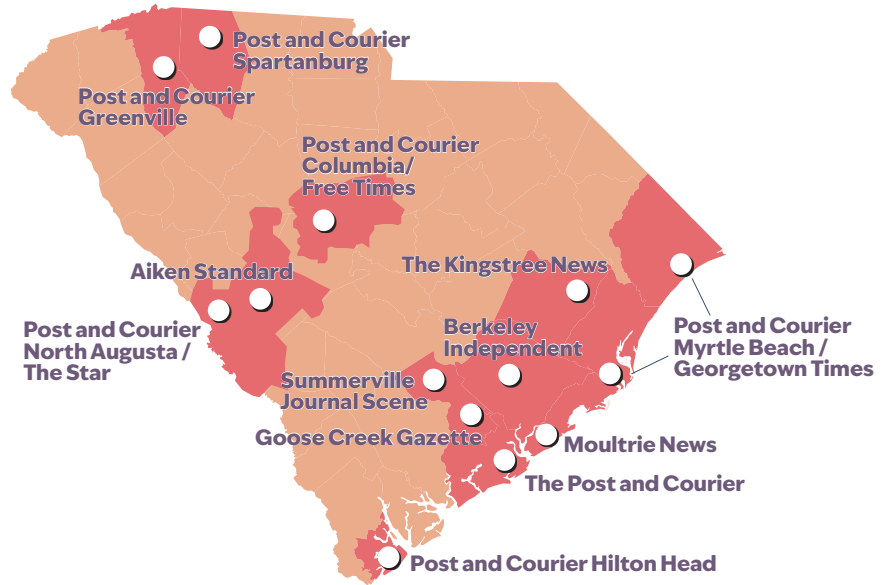
DIGITAL / SOCIAL AUDIENCE:

Avg. Monthly Pageviews: 15,996

Avg. Monthly Unique Visitors: 11,249

Total Social Audience: 10,400

Opt-in Email List: 440



PEE DEE AND THE COAST

The Post and Courier Myrtle Beach / Georgetown Times

postandcourier.com/myrtle-beach

postandcourier.com/georgetown

Myrtle Beach, Pawleys Island, Litchfield Beach, DeBordieu, Murrells Inlet, Garden City Beach, Georgetown, Andrews, Hemingway

DISTRIBUTION:

Wednesday: 4,350

COMBINED DIGITAL / SOCIAL AUDIENCE:

Avg. Monthly Pageviews: 286,901

Avg. Monthly Unique Visitors: 203,292

Opt-in Email List: 8,846

The Kingstree News

kingstreenews.com

Kingstree (Williamsburg County)

DISTRIBUTION:

Wednesday: 3,100

DIGITAL / SOCIAL AUDIENCE:

Avg. Monthly Pageviews: 41,338

Avg. Monthly Unique Visitors: 20,811

Total Social Audience: 18,000

Opt-in Email List: 580

The Post and Courier Hilton Head

postandcourier.com/hilton-head

Hilton Head

DIGITAL AUDIENCE:

Avg. Monthly Pageviews: 43,318

Avg. Monthly Unique Visitors: 35,596

COLUMBIA

The Post and Courier Columbia / Free Times

postandcourier.com/columbia

free-times.com

Columbia Metro area

DISTRIBUTION:

Wednesday: 15,000

COMBINED DIGITAL / SOCIAL AUDIENCE:

Avg. Monthly Pageviews: 179,953

Avg. Monthly Unique Visitors: 110,078

Total Social Audience: 82,300

Opt-in Email List: 38,427

UPSTATE

The Post and Courier Greenville

postandcourier.com/greenville

Greenville

DIGITAL AUDIENCE:

Avg. Monthly Pageviews: 122,834

Avg. Monthly Unique Visitors: 72,774

Opt-in Email List: 2,620

The Post and Courier Spartanburg

postandcourier.com/spartanburg

Spartanburg

DIGITAL AUDIENCE:

Avg. Monthly Pageviews: 28,620

Avg. Monthly Unique Visitors: 16,836

AIKEN

Aiken Standard

aikenstandard.com

Aiken

DISTRIBUTION:

Daily: 7,763 | Sunday: 7,993

DIGITAL / SOCIAL AUDIENCE:

Avg. Monthly Pageviews: 878,342

Avg. Monthly Unique Visitors: 275,401

Total Social Audience: 41,175

Opt-in Email List: 14,114

The Post and Courier North Augusta / The Star

postandcourier.com/north-augusta

North Augusta

DISTRIBUTION:

Wednesday: 10,000

DIGITAL / SOCIAL AUDIENCE:

Avg. Monthly Pageviews: 35,690

Avg. Monthly Unique Visitors: 22,617

Total Social Audience: 7,286

Opt-in Email List: 100

Application Instructions

Grant applications must be submitted by February 17, 2023.

Grant applications include:

- Business name
- Industry / type of business
- Number of employees
- Existing marketing efforts
- Ad value requested
- Target markets/cities
- How will this advertising benefit your organization?
- Name of Account Executive (current partners)
- Is your organization a past participant?

To apply, visit:

postandcourier.com/SBMG

All allotted marketing value must be matched dollar-for-dollar with a paid advertising investment. Advertising investments must be a minimum six-month commitment, of which the first three months' investment will be matched. If the matching space is not matched with a paid investment, Evening Post Publishing Newspaper Group reserves the right to charge the applicant for the awarded space. Existing advertising investments or agreements and prior year advertising history for the same time period will not be matched for current partners.

Matching ad grants do not carry cash value. All partnerships must be agreed upon by March 31, 2023. Matching ad space does not apply towards contract commitments.

Matching Grants can include the following products by market:

CHARLESTON

Charleston

- The Post and Courier (PRINT)
- Postandcourier.com
- Lowcountry Parent (PRINT)
- Lowcountryparent.com
- Email Marketing
- E-newsletters: Breaking News, Business, Charleston Scene, Charleston's Menu, College Sports, Daily News, Donor Newsletter, E-Paper, Education, Evening Roundup, Events, Focal Point, Food & Dining, Gamecocks Now + The Tiger Take, Health & Science, Holy City How-To, Hot Sheet, Hurricane Wire, Lowcountry Parent, Military Digest, Murdaugh News, Obituaries, Open House, Opinion, Palmetto Politics, Real Estate, SC Picks, Tideline, Tipping Point, Understand SC, Wrestling

Mount Pleasant

- Moultrie News (PRINT)
- Moultrienews.com
- Email Marketing
- E-newsletters: Top Headlines

Summerville

- Summerville Journal Scene (PRINT)
- Journalscene.com
- Goose Creek Gazette (PRINT)
- Ourgazette.com
- Berkeley Independent (PRINT)
- Berkeleyind.com
- Email Marketing
- E-newsletter: Summerville Journal Scene Headlines

PEE DEE AND THE COAST

Grand Strand

- The Post and Courier Myrtle Beach / Georgetown Times (PRINT)
- Postandcourier.com/myrtle-beach
- Postandcourier.com/georgetown
- Email Marketing
- E-newsletters: Myrtle Beach Breaking News, Myrtle Beach Business, Myrtle Beach Editor, Myrtle Beach Sports, Myrtle Beach This Week

Kingstree

- The Kingstree News (PRINT)
- Kingstreenews.com
- Email Marketing
- E-newsletter: Kingstree Breaking News, Kingstree Weekly Headlines

Hilton Head

- Postandcourier.com/hilton-head
- Email Marketing
- E-newsletter: Hilton Head This Week

MIDLANDS

Aiken

- Aiken Standard (PRINT)
- Aikenstandard.com
- North Augusta Star (PRINT)
- Postandcourier.com/north-augusta
- Email Marketing
- E-newsletters: Aiken Breaking News Alert, Aiken Business, Aiken County Crime Watch, Aiken Daily Obituary Notices, Aiken E-Paper Daily Alerts, Aiken Editor's Choice, Aiken Education, Aiken Equestrian News, Aiken Standard Government Summary, Aiken Taste of the Town, Aiken Top Headlines, Aiken Weekly Sports, North Augusta Headlines, Savannah River Site, Cyber and Fort Gordon News

Columbia

- The Post and Courier Columbia / Free Times (PRINT)
- Postandcourier.com/columbia
- Free-times.com
- Email Marketing
- E-newsletters: Columbia Breaking News, Columbia Business, Columbia Editor Letter, Columbia Headlines, Free Times Food, Free Times Weekend

UPSTATE

Greenville

- Postandcourier.com/greenville
- Email Marketing
- E-newsletters: Greenville (Upstate) Business, Greenville Breaking News, Greenville E-Paper, Greenville Real Estate, Greenville This Week

Spartanburg

- Postandcourier.com/spartanburg
- Email Marketing
- E-newsletter: Spartanburg This Week