

Living @ Sun City Carolina Lakes

Advertising Packet

About Sun City Carolina Lakes

Located in the Indian Land area of Lancaster County, South Carolina, Sun City Carolina Lakes is a 1,230-acre development that is comprised of over 3,600 dwelling units. The development features ten lakes and is bordered by U.S. 521 and the Catawba River.

Sun City Carolina Lakes is the cornerstone for economic growth in the region, opening a vibrant and dynamic new market within easily accessible proximity to Charlotte, North Carolina.

Developed by Del Webb/Pulte Homes, Sun City Carolina Lakes is exclusively for age-qualified active adults 55-plus. The single family, villa, and carriage homes range in price from \$175,000 to over \$600,000. This fact alone points to the economic potential available from this financially stable community.

Sun City Carolina Lakes Demographics

Currently there are over 6,000 residents. As each month passes, some residents leave the community and new residents arrive. Many of these new home owners are from outside the immediate area and find new products and services high on their purchasing priority list.

Financially this market offers opportunities for every conceivable product and service for new home owners and new arrivals to the area. The influx of resources by this demographic is dramatic. These buyers eagerly search out reliable sources for their needs to develop beneficial relationships with those who communicate directly to them. They then refer their experience to all those within their sphere of influence.

Sun City Carolina Lakes Lifestyle

Whether rekindling an old passion or exploring new pursuits, the lifestyle inspires and redefines a new phase of life, full of endless possibilities for its residents. Social, recreational, educational and cultural opportunity, and health and well-being interests define these active adults.

The hub of activity is the Lake House, a 40,000 square foot building. On the three levels are complete fitness facilities, workout equipment, indoor pool and hot tub, indoor walking track, and an aerobics studio. Separately there are two outdoor pools, and a woodworking shop, including a stained glass studio.

Within the Lake House, and the newer amenity center, The Lodge, the ballrooms, craft, media, poker, card, billiards, and multipurpose rooms are available to the 100 plus chartered clubs for hobbies, arts and crafts, cards and games, extended education, discussion, service, social, religious, political, and all the performing arts. These clubs meet on a regular basis.

For the outdoor enthusiast, golf, tennis, bocce ball, fishing, kayaking, canoeing, softball, basketball, pickleball, horseshoes, and over 5 miles of walking trails are available. A large and a small dog park, badminton court and gardening plots are also provided.

***Living @ Sun City Carolina Lakes*, the magazine**

The purpose of this high quality, award winning community-wide publication is to provide useful and positive information and resources of particular interest to residents. The publication builds unity, and promotes community knowledge. This 80+-page monthly publication provides news and information specifically directed to the Sun City Carolina Lakes market. It is a complete reference guide for the community and is delivered directly to each home. An on-going, long-term, and trustworthy relationship to the residents is the key to the magazine's success.

Payment and Contact Information for Advertisers

Visit us on the Web at: www.LivingSCCL.com

Call Bonnie Lawrance at 803-802-4844 or E-mail livingmag@comporium.net

Make checks payable to: LIVING @ SCCL Magazine

Mail to: *Living @ Sun City Carolina Lakes*
1353 Del Webb Boulevard
Indian Land, SC 29707

ADVERTISING CONTRACT

Please complete, sign and submit with payment to:

Living @ Sun City Carolina Lakes

1353 Del Webb Boulevard
Indian Land, SC 29707

Company Name Customer No

Address

City State Zip

Contact Person Email

Contact Phone Number Fax Number

Billing Address, if different

Billing City State Zip

Billing Contact Person Email

Billing Phone Number Billing Fax Number

1. Advertisement Size: ____ page H/V ____ Color/B & W ____
Camera-ready artwork in digital form must be provided 30 days prior to the publication date. PDF files are preferred.
2. Term of Contract (# of months) ____ From ____ Thru ____
3. Cost per month \$ ____ x ____ months = \$ ____
4. This Contract, signed on _____, confirms your desire to advertise in *Living @ Sun City Carolina Lakes* magazine.

Authorized Person (please print)

Authorized Signature

NEW ADS MUST BE PREPAID FOR THE FIRST THREE MONTHS.
ESTABLISHED ADS MUST BE PREPAID ON A MONTHLY BASIS
25 DAYS PRIOR TO THE PUBLICATION DATE.
FIRST PAYMENT IS DUE UPON SIGNING OF CONTRACT.

Contract and first payment must be received in order for your ad to be placed in *Living @ Sun City Carolina Lakes*. If a waiting list exists, ads will be placed on a first come, first-served basis after the contract is signed and the payment is received. If the contract is canceled by the advertiser, the advertiser is required to pay for the advertisements which have been printed at the applicable frequency rate. The advertiser agrees to pay all reasonable collection expenses including attorney's fees in the event of default. Unless Premium Space is paid for, ad location in *Living @ Sun City Carolina Lakes* is not guaranteed. *Living @ Sun City Carolina Lakes* reserves the right to reject any ad at our sole discretion based on content or non-payment.

Entire Contract Paid in Full Yes _____ No _____

SCCL Contact Initial _____ Date _____

Living @ Sun City Carolina Lakes

ADVERTISING INSERTION RATES

Effective: September 1, 2017

Revised November 2, 2017

<u>Black & White Advertisements</u> 3-months minimum contract Must be Paid in Full	3 to 11 Month Contract price per month	12 Month Contract price per month
1/8 Page (Business card) 3 5/8" width x 2 3/8" height	\$80 New Ads 3-month min. \$240	\$60
1/4 Page Horizontal: 7 1/2" width x 2 7/16" height Vertical: 3 5/8" width x 4 7/8" height	\$110 New Ads 3-month min. \$330	\$90

<u>Full Color Advertisements</u> 3-months minimum contract Must be Paid in Full	3 to 11 Month Contract price per month	12 Month Contract price per month
1/8 Page 3 5/8" width x 2 3/8" height	\$100 New Ads 3-month min. \$300	\$80
1/4 Page Horizontal: 7 1/2" width x 2 7/16" height Vertical: 3 5/8" width x 4 7/8" height	\$195 New Ads 3-month min. 585	\$160
1/2 Page Horizontal: 7 1/2" width x 4 7/8" height Vertical: 3 5/8" width x 10" height	\$385 3-month min. \$1,155	\$275
Full Page TRIM 8 1/2" (8.5) W x 11" H (1/8 th bleed on all 4 edges 8 3/4" x 11 1/4")	\$605 New Ads 3-month min. \$1,815	\$500
<u>Full Color Premium Pages</u> 3-months minimum contract Must be Paid in Full	3 to 11 Month Contract Price per Month	12 Month Contract price per month
Premium Full Page (Page 4 or 6)	\$700	\$600
Premium Full Page (Inside Front or Back Cover)	\$800	\$650
Premium Full Page (Outside Back Cover)	\$850	\$700

Mechanical Requirements

NO Desktop Publisher Files (MS Word, Pages, Google Docs, Etc.)

**Only Adobe InDesign. TIFF or PDF Files; at least 300 DPI.
CMYK format for color.**

All prices are based upon a digital format (art and ad copy) submitted by advertiser.

All digital artwork is due 45 days prior to publication date.

Living @ Sun City Carolina Lakes

Sun City Carolina Lakes Community Association

ADVERTISING POLICY & AGREEMENT

PURPOSE / MISSION STATEMENT

The Advertiser understands that the primary purpose of this community-wide publication is to provide useful and positive information of particular interest to community residents, to build community unity, and to help promote knowledge about and adherence to the particular rules and regulations of the community.

USE OF "Sun City" IN ADS

Use in any advertisement of "Sun City" shall be made only in the context of an informational, factually correct statement in typeset smaller than that of the advertiser's own name, and shall not be used in puffery (e.g., #1 *Sun City this or that*) nor as a mark in connection with particular goods or services, except by Pulte Homes/Del Webb Corporation or its licensees. [For example, "*We are located 3 miles south of Sun City Carolina Lakes*" and "*We specialize in re-sales of homes in Sun City Carolina Lakes*" would be acceptable, while "*Sun City Carolina Lakes' #1 Bank*," or "*Sun City Carolina Lakes Real Estate Specialist*" would be prohibited.]

USE OF THIRD PARTY NAMES/MARKS/COPYRIGHTED MATERIALS IN ADS

The Advertiser represents that the Advertiser has all rights, title and interest in any advertising copy submitted for inclusion in this publication and that the use by the Association will not violate any third party's rights. Any claims made by the Advertiser are strictly their own, and neither the Association, the Declarant under the covenants establishing the Association nor the publisher or printer of this publication guarantees, endorses, promotes or vouches for the quality of any of the products or services advertised in the publication, nor assumes any responsibility or liability for the statements made in the publication.

POLICIES ON SUBMISSIONS – RESERVATION OF RIGHTS

The Association reserves, in its sole discretion, with or without any particular reason, the right to reject or cancel any particular advertisement that is proposed or scheduled for publication. In the event of rejection or cancellation, any monies previously paid to and received by the Association with respect to prospective publication of the particular ad shall be refunded to the Advertiser, as Advertiser's sole remedy.

LIMITS ON LIABILITY AND INDEMNIFICATION

(a) There is no guarantee of ad location. If the Advertiser wishes to drop its ad prior to the contract's expiration, the Advertiser will not be refunded for any of the contract price. In the event of non-payment, the Association reserves the right to hold the Advertiser and/or agency jointly and severally liable for such monies as are due and payable.

(b) The Advertiser agrees to hold the Association and the Declarant harmless, and indemnify them, from claims or liability relating to any allegation that the ad infringes a third party's rights. In no event shall the Association or Declarant be liable in connection with this Agreement, regardless of the form of action or theory of recovery, for any:

- (1) Indirect, special, exemplary, consequential, incidental or punitive damages, even if the Association has been advised of the possibility of such damages;
- (2) lost profits, lost revenues, lost business expectancy, business interruption losses and/or benefit of the bargain damages; and/or
- (3) direct damages in an amount in excess of the amounts paid to the Association under this Agreement during the twelve (12) month prior immediately preceding the event giving rise to the claim.

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NO ACQUIESCENCE OR WAIVER

The Advertiser understands and agrees that acceptance of any particular ad for publication does not constitute acquiescence in or a waiver of any rights of the publication, or of any affiliated entities, to object to any aspect of the advertisement.

OPINIONS

The Advertiser is requested to avoid opinions and to stick with objective facts in its advertisements. In any event, any opinions included in the publication are not necessarily those of the Association, but are instead those of the individual contributor or Advertiser.

ADDITIONAL TERMS

Rates

Rates generally charged for advertising may be subject to change without notice. If the rates for other advertisers change during the term of an advertising contract, this will not affect the rates charged to the Advertiser through the end of the contract term.

Payment

Advertisements must be paid in full thirty (30) business days prior to the publishing of the ad, as provided in the publishing contract. For example, February ad must be paid for by January 1, and so on.

Restrictions

The Association reserves the right to reject advertising that is deemed to be in direct conflict with the lifestyle enhancement objectives of the Sun City Carolina Lakes Community.

The Association will have sole control over the advertising, information and other content published, provided that no such advertisement, information and/or other content may, directly or indirectly:

1. Tarnish or damage the image of Del Webb/Pulte, the Sun City Carolina Lakes Community or the Association.
2. Infringe, violate, disparage or dilute any Del Webb/Pulte trademark or service mark, violate any Del Webb/Pulte trademark or service mark policies or practices, or otherwise impair the validity or enforcement of any Del Webb/Pulte trademark or service mark; and/or
3. Conflict with or be inconsistent with any existing exclusive or preferred marketing, product and/or service arrangements with Del Webb/Pulte and/or its Affiliates, or any lifestyle-enhancement philosophy of Del Webb/Pulte or the homeowner's Community Association.

Term of Contract

(a) In the event the periodical ceases publication prior to the completion of the entire term of the contract, there will be no adjustment in the price paid for all published advertisements.

(b) In the event the Advertiser withdraws from advertising prior to fulfilling the entire term of the contract, the price for each of the advertisements previously published will revert to the appropriate lower tier. An invoice for the difference will be submitted to the Advertiser for payment, which will be due within 30 days. [For example, if an Advertiser contracts for the use the "12 month" pricing scale, but withdraws after three months, the cost of the advertisements published during that three month period will be adjusted to the "3 month" tier, and the Advertiser will be responsible for the difference in the price of the advertisements which have already been run.]

Acceptance of All Terms

I, _____, representing the Advertiser herein, have read this Advertising Policy & Agreement document and accept all of its terms and conditions.

Signature

Date

Living @ Sun City Carolina Lakes

To: Advertising Clients, *Living @ Sun City Carolina Lakes* magazine

From: Bonnie Lawrance, Advertising Coordinator
803-802-4844
livingmag@comporium.net

Re: Review of advertising policy

The goal of this magazine's staff is to offer the residents information about this community and let them know the services and businesses our advertisers make available to help them integrate into this great community. By helping us with this you will ensure that you make the best possible impression on our residents.

Subject of your email and attached ad

When you email us your ad, attach it to your email as a separate file. Label the attachment containing your ad with the name of your company and the date the ad is to appear in the magazine. For example; **Jones & Company – April, 2015**. This is important to follow if you are a new client or sending a revised ad, whether once or regularly.

Unless the file for your ad is properly named, there is a good possibility the ad could be misplaced in our computers and the wrong ad could run in the magazine.

Typographical errors

Before submitting your ad, please **check it carefully**. It is your responsibility to check your ad before you send it to us. We are not responsible for errors or omissions.

On a number of occasions our staff has noticed misspellings, grammatical and other errors in submitted ads. Many times the method in which the ad was originally created doesn't permit us to make changes. We have been notifying the clients of those errors we cannot modify and have requested corrected copy. In the future, whatever is sent to us will go into the magazine.

Ad changes and corrections

Any ad changes must be submitted by email no later than the first day of each month. For example, if you wish to change your ad for the **April issue**, the ad must be in our hands **by February 25**. If the ad is not received by this date, your old ad will be used. There will be no exceptions to this requirement.

Thank you so much for your help. If you have any questions, please email or call me at 803-802-4844.

Advertising Schedule Changes and contract renewals		Look for reminder notice around this date.
Month	Due Date	Send Out Notices
January	Nov 15	Nov 1
February	Dec 15	Dec 1
March	Jan 15	Jan 1
April	Feb 15	Feb 1
May	Mar 15	Mar 1
June	April 15	April 1
July	May 15	May 1
August	June 15	June 1
September	July 15	July 1
October	Aug 15	Aug 1
November	Sept 15	Sept 1
December	Oct 15	Oct 1