

# REVELATION

OUTDOOR MANAGEMENT, LLC



## 2010 Market Rates

DMA Market Affiliation - Columbia South Carolina

Allendale, Bamberg, Barnwell, Calhoun  
And Orangeburg Counties

Market/Counties Covered	18+ AMA Population	GRP Levels	# Panels	Total Daily Circulation	Adult 18+ Reach	Adult 18+ Frequency	1 Month Rate
<b>Allendale</b>	8,770	100	4	12,508	95.23	41.93	\$1800.00
Allendale County		75	3	9,381	93.74	31.95	\$1,350
		50	2	6,254	90.90	21.97	\$900
		25	1	3,127	83.31	11.98	\$500
<i>Allendale Average DEC Per Panel: 3,127</i>							
<b>Bamberg</b>	12,030	100	4	12,840	93.73	31.89	\$1800
Bamberg County		75	3	9,630	91.81	24.41	\$1,350
		50	2	6,420	88.20	16.94	\$900
		25	1	3,210	78.88	9.47	\$500
<i>Bamberg Average DEC Per Panel: 3,210</i>							
<b>Barnwell</b>	18,030	100	8	20,328	94.04	33.57	\$3,600
Barnwell County		75	6	15,246	92.21	25.68	\$2,700
		50	4	10,164	88.75	17.78	\$1,800
		25	2	5,082	79.78	9.89	\$900
<i>Barnwell Average DEC Per Panel 2,541</i>							
<b>Calhoun</b>	11,930	100	4	12,432	93.59	31.18	\$1,800
Calhoun County		75	3	9,324	91.63	23.88	\$1,350
		50	2	6,216	87.94	16.59	\$900
		25	1	3,108	78.48	9.28	\$500
<i>Calhoun Average DEC Per Panel: 3,108</i>							
<b>Orangeburg</b>	70,300	100	7	77,560	93.72	32.89	\$3,150
Orangeburg County		75	5	55,400	91.69	24.07	\$2,250
		50	4	44,320	89.82	19.65	\$1800
		25	2	22,160	81.53	10.83	\$900
<i>Orangeburg Average DEC Per Panel: 11,080</i>							

All rates are for space and subject to change based upon occupancy levels.  
Rates may vary depending on location and DEC.