

CLOSING DATES

Space/Materials _____

March 17, 2007

ADVERTISING RATES

Reach 7,443,295 READERS with a full-page, 4-color ad for just \$2.00 PER THOUSAND READERS!

BILLING SCHEDULE

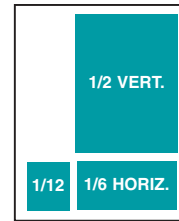
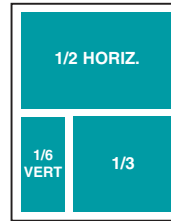
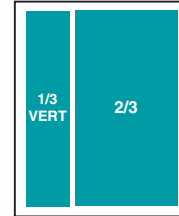
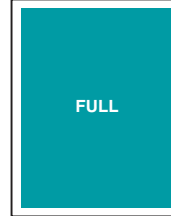
5 Monthly Payments

May 1 thru Sept. 1, 2007

FOUR COLOR	ANNUAL RATE	May 1 thru Sept. 1, 2007
Full Page	\$14,900.00	\$2,980.00
2/3 Page	\$12,000.00	\$2,400.00
1/2 Page	\$9,550.00	\$1,910.00
1/3 Page	\$7,200.00	\$1,440.00
1/6 Page	\$3,465.00	\$693.00
1/12 Page	\$1,800.00	\$360.00

Fixed locations, add 20%

As a special courtesy to our advertisers, our billing schedule is spread over 5 months. The May 1st invoice will be sent approximately 30 days prior to publication date.



MECHANICAL DATA & REQUIREMENTS

FULL SIZE	WIDTH	DEPTH
Double Truck	15 1/4"	10"
Full Page	7 1/2"	10"
2/3 Page	4 5/8"	10"
1/2 Page (horiz.)	7 1/2"	4 7/8"
1/2 Page (vert.)	4 5/8"	7 1/2"
1/3 Page (vert.)	2 1/4"	10"
1/3 Page	4 5/8"	4 7/8"
1/6 Page (horiz.)	4 5/8"	2 3/8"
1/6 Page (vert.)	2 1/4"	4 7/8"
1/12 Page	2 1/4"	2 3/8"

TRIM SIZE: 8 1/4" wide x 10 7/8" deep

BLEED ADS: Add 1/8" to trim size on all bleed sides.

Printing is four-color web offset. Colors are four standard balanced processed colors. Reading and live matter should be 1/2" from gutter and trim edges. **Preferred materials are completed ads, including fonts, artwork, and logos, on Macintosh compatible disks, Zip Disk, or CDs. EPS, TIFF, and PDF are all acceptable file formats. All images should be 300 DPI. Ads will be produced for clients, providing all artwork and logos are supplied on disk.** Any work necessary to complete artwork or logos will be billed to the client on an hourly basis.

DISTRIBUTION AND READERSHIP

HARDCOVER

Number of rooms	45,000
Rooms with 62% average occupancy rate (45,000 x 365 days x .62)	10,183,500
Annual room check-ins (10,183,500 ÷ 2.75 days per visit)	3,703,090
Total guests in rooms (3,703,090 x 2.5 guests per room)	9,257,727
Total Hardcover Readership (at 75%)	6,943,295

SOFTCOVER

200,000 x 2.5 readers per copy	750,000
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TOTAL READERSHIP

More Than 7,443,295

PUBLISHER'S CONDITIONS

ERRORS: Not found in proofing are the responsibility of the Advertiser or Agency.

COPY ACCEPTANCE: The Publisher reserves the right to adhere to its policies with respect to type of advertisers it will accept and to accept or reject any advertisement at its sole discretion. Advertisements that resemble editorial may be marked "Advertisements" by the Publisher.

CANCELLATIONS: No advertisement may be cancelled after published space closing dates. Cancellation notice must be received in writing.

AGENCY COMMISSION: 15% to recognized advertising agencies if payment is received within forty-five (45) days of invoice date. Commission offered for ads created to our specifications.

HIMMELSBACH COMMUNICATIONS, INC.

PO Box 1463 • North Myrtle Beach, SC 29598

1600 Hwy. 17S • North Myrtle Beach, SC 29582

(843) 272-8150 • Fax (843) 272-2460 • E-mail: info@himmcomm.com

Advertising Representative:

STANTON & ASSOCIATES

812 S. Poplar Drive, Suite 8 • Surfside Beach, SC 29575

Phone: 843-233-8088 • Fax: 843-233-9676

ON THE BEACH IS NUMBER ONE; HERE IS THE PROOF

On The Beach Advertiser Retention

Do our advertisers trust us?

Here are just some of our long-term current advertisers -- as diverse as restaurants, services, furniture stores -- that have been committed to us (some, ONLY us) over the years. And these years are consecutive. With response to each issue assured, our advertisers don't want to miss a single

one. (Some, not listed here, have skipped an issue, but have quickly returned to us.)


Note, too, those that have been with us since their inception... someone must have let them know that we deliver what we promise.

Advertiser Consecutive Yrs.

Cagney's	22
Joan Crosby	21
Parson's Table	21
Brookgreen Gardens	21
Domian Jewelers	21
Nakato	21
Carolina Opry	20
Flamingo	20
Rossi's	19
Sunshine Cleaners	19
Heather Glen Golf Links	18
Thoroughbred's Pavilion	18
Barefoot Landing	16
Bennett's	16
Farmer's Daughter	16
Hurricane Fleet	16
Legends	16
Royal Cleaners	16
American Health	15
Ft-Sumter / Patriot's Point	15
Myrtle Waves	15
Dixie Stampede	14
Dick's Last Resort	14
Angelo's	13
Sunny Cleaners	13
Wolf Creek	13
Benito's	12
House of Blues	12
Broadway at the Beach	11
Colonial Mall	11
Glen Dornoch	11
Golf Dimensions	11
Legends in Concert	11
Planet Hollywood	11
The Crab House	11
Medieval Times	10
Tanger Outlet (MB Factory Stores)	10
Alligator Adventure	9
Angel's Trace Golf Links	9
Burro Loco	9
Carolina Roadhouse	9
Gulfstream Café	9
Key West Grill	9
New York Prime	9
Ripley's Aquarium	9
Chianti South	8
CVS	8
Studebaker's	8
Build A Bear	7
Crabby Mike's	7
Nick's Cigar World	7
Ocean Gardens	7
Pet Palace	7
Village At The Glens	7

ADDED BONUS TO ADVERTISERS

All our advertisers receive a FREE listing on our *On The Beach Magazine Web Site* www.onthebeachmagazine.com



Expand your advertising reach even further by getting your free listing and link from our web site to yours!

DOCUMENTED HARDCOVER DISTRIBUTION

Where are our visitors when they plan their day? In their rooms, of course. And where do they find On The Beach, their bright, full-sized, totally-trusted guide to our Grand Strand? Where they need it, where they use it - right in their rooms. Maintained year-round in over 45,000 of the area's quality resort, condominium, and hotel accommodations units, the On The Beach hardcover is placed in the best possible advertising environment for response - where consumers make choices for attractions, dining, entertainment, shopping, real estate, golf and more. It's right there, waiting for them - in their room.

HARDCOVER READERSHIP		
	Number of Rooms	45,000
62% average occupancy per room (45,000 x 365 days x .62)		10,183,500
Annual room check-ins (9,052,000 divided by 2.75 days per visit)		3,703,090
Total guests in rooms (3,291,636 x 2.5 guests per room)		9,257,727
Total Hardcover Readership (at 75%)		6,943,295

NAME

MYRTLE BEACH

ADA MOTEL
ADMIRAL
AFFORDABLE FAMILY RESORT
ALOHA
AMERICANA
ANDERSON INN
APACHE
ARCADIAN DUNES
ARIZONA
ATLANTIC BREEZE
ATLANTIC PARADISE INN
ATLANTIC QUEEN
ATLANTIC SHERATON
ATLANTICA
ATLANTIC VIEW
BAR HARBOUR
BEACH CLUB AT MONTEGO
BEACH COLONY
BEACH DUNES
BEACH HOUSE
BEACH PARADISE RESORT
BEACH SIDE
BEACHCOMBER
BEACHWALK
BERMUDA SANDS
BEVERLY
BLAKE
BLUE BAY
BLUE BAY MOTEL
BLUEWATER
BOARDWALK
BRANDYWINE
(Sales/Rentals)
BREAKERS
BREAKERS NORTH
BREAKWATER
BREEZE VIEW
BRIGADUNE
BUDGET INN - 5TH NOB
BY THE SEA
CABANA MIST
CADILLAC COURT HOTEL
CALYPSO MOTOR INN
CAPTAIN'S QUARTERS
CARAVAN
CARAVELLE/DUNES/
SEAMARK
CAMELOT BY THE SEA
CARIBBEAN/CHELSEA HOUSE
CAROLINA TARHEEL MOTEL
CARNIVAL
CAROLINA INN
CAROLINA WINDS
CAROLINIAN
CAROUSEL
CASA DEL URO
CASTAWAYS
CHERRY TREE INN
CHESTERFIELD
CHICORA-OCEAN CREEK
COMFORT INN & SUITES
COMFORT INN - SURFSIDE
COMPASS COVE
CORAL BEACH
CORAL REEF

NAME

MYRTLE BEACH

COURT CAPRI
COURTYARD - BRIARCLIFFE
COURTYARD - B.B.
CREPE MYRTLE MOTEL
CROWN REEF
DARLINGTON
DAYS INN - 501
DAYS INN - 9TH
DAYS INN -12TH NOB
DAYS INN - 21ST NOB
DAYS INN -77TH
DAYTON HOUSE
DIPLOMAT
DOLPHIN
DRIFTWOOD
DUNES VILLAGE
ECONOLIDGE
EL DORADO/RIO GRANDE
EMBASSY SUITES
EMERALD SHORES
FAIRFIELD INN
FAIRFIELD INN - BROADWAY
FAIRFIELD INN - MB
FIREBIRD/SEAWIND
FLAGSHIP
FLORENTINE
FONTAINBLEAU INN
FOREST DUNES
FOUR SEASONS
FOXFIRE
FREDRICK
GAZEBO INN
GLENN MARION MOTEL
GOLDEN SANDS
GOLDEN SURF
GOLDEN VILLA
GRAND SHORES
GRAND STRAND
HACIENDA
HAMPTON INN - B.B.
HAMPTON INN - 48TH NOB
HAMPTON INN - 76TH
HAPPY HOLIDAY
HILLCREST INN
HOLIDAY EXPRESS - BRDWWY.
HOLIDAY EXPRESS - M.I.
HOLIDAY EXPRESS - P.I.
HOLIDAY EXPRESS - R. ROW
HOLIDAY INN - 12TH NOB
HOLIDAY INN DOWNTOWN
HOLIDAY SANDS 4TH NOB
HOLIDAY SANDS SOUTH
HOLIDAY SHORES
HOLIDAY SOUTH
HOLIDAY TOWERS
HURL ROCK
INDIGO INN
ISLANDER
JAMAICAN
JAVA EAST
JONATHAN HARBOUR
KINGSTON PLANTATION
KNIGHTS INN
LA ROCA
LA QUINTA B.B.

NAME

MYRTLE BEACH

LANCER
LAND LUBBER MOTEL
LAND'S END
LANDMARK
LIGHTHOUSE
LONG BAY RESORT
MAGNOLIA COURT
MAJESTIC SHORES
MAISONS-SUR-MER
MARINER
MARRIOTT
MERIDIAN PLAZA
MICROTEL INN & SUITES
MONTEGO
MUSTANG INN
MYRTLE BEACH RENTALS
MYRTLE SHORES
MYSTIC SEA WEST BLDG
OCEAN CREEK
OCEAN DUNES/SAND DUNES
OCEAN FOREST
OCEAN FOREST PLAZA
OCEAN FRONT
OCEAN LODGE
OCEAN PARK
OCEAN PLAZA
OCEAN REEF RESORT
OCEAN RESORT LANDING
OCEAN VILLAS
OCEAN WEST
OCEANAIRE
PALACE
PALM CREST
PALM TREE INN
PALMS
PARASOL INN
PATRICIA GRAND
PIER VIEW
POINDEXTER
QUALITY INN
QUALITY INN BY THE SEA
SHERATON AT CONVENTION CTR.
RAINBOW COURT
RANCH HOUSE MOTEL
RAINTREE MOTEL
REEF
RED ROOF INN
REGATTA
REGENCY TOWERS
RIPTIDE
ROYAL INN MOTEL
ROXANNE
SAFARI
SAHARA
SAIL INN
SAND BUCKET
SANDCASTLE
SANDS BEACH CLUB
SANDS OCEAN CLUB
SANDY BEACH
SAN MARCUS
SCHOONER
SCHOONER II
BEACH/RACQUET
SEA & DIP

NAME

MYRTLE BEACH

SEA BANKS
SEA COVE
SEA GYPSY
SEA HAWK
SEA HAWK MOTOR INN
SEA HORN
SEA ISLAND INN
SEA MIST
SEA NYMPH
SEA OATS/TROPICAL SEAS
SEA PALMS MOTEL
SEA PARK
SEA SHORE
SEA WATCH
SEVEN BROTHERS
SHADY REST
SHANGRI-LA MOTEL
SHERATON
SILVER SANDS MOTEL
SLEEP INN - 501
SOUTH SEAS
SOUTHERN BREEZE
SOUTHERN INN
SPORTSMAN
STARDUST
SUMMER SANDS
SUMMER WINDS
SUNRISE
SUNSET
SUMMER SANDS MOTEL
SUPER 8 - AIRPORT
SUPER 8 - 11TH S. OCEAN BL.
SURF RIDER
ST. JOHNS INN
TEL-STAR MOTEL
TIDES
THE TOWERS
TROPIC HOUSE
TROPICAL SEAS - 28TH
TWILIGHT SURF
VANCOUVER
VICTORY
VIKING
VILLAGER LODGE
VIRGINIAN
WAIKIKI VILLAGE
WATERSIDE
WAVE RIDER
WAYFARER
WAYWARD WINDS
WHISPERING SURF
WHISPERING PALMS MOTEL
WYNDHAM RESORT
WINDSURFER
YACHTSMAN HOTEL
YACHTSMAN OWNERS

NORTH MYRTLE BEACH

AVISTA RESORT
BAHAMA BREEZE
BAY TREE GOLF/TEE & SEA
BAREFOOT RESORT
BEACH BREEZE
BEACH COVE
BEL AIRE MOTEL
BEST WESTERN
BLOCKADE RUNNER MOTEL
BUCCANEER MOTEL
BUDGET INN NORTH
BY THE SEA
CAROLINA RESORT
CHERRY GROVE MANOR
CHRISTINA MOTEL
COLONIAL INN
COMFORT INN
CONDOLUX
CONDOS UNLIMITED/
WAIPANI
CONTINENTAL MOTEL
CRESCENT VILLAGE

NAME

NORTH MYRTLE BEACH

DAYS INN - LITTLE RIVER
DAYS INN - WINDY HILL
DIXIE MOTEL
ECONOMY INN
EL SINDO MOTEL
FAIRFIELD NMB
GOLF RESORTS
HARTFORD MOTOR INN
HELMS VISTA
HIGH TIDE
HOLIDAY HOUSE 1 & 2
HOLIDAY INN-COQUINA HB
INLET MOTEL
JAMAICA INN
LAKESHORE MOTEL
MARITIME BEACH CLUB
MINEOLA MOTEL
NMB GOLF & TENNIS
NMB PROPERTY RENTAL
NORTH SHORE INN & SUITES
OCEAN CREEK
OCEAN EDGE RESORT
OCEAN SANDS/BEST WESTERN
OCEANS (THE)
PELICAN MOTEL
PEPPERTREE BY THE SEA
PEPPERTREE OCEAN CLUB
PLACE AT THE BEACH/
COLONY RESORT
REALTY ONE
RED TREE INN
ROCKIN' K
ROYAL PALMS MOTEL
SAN-A-BEL
SEA HORSE
SEA SAND MOTEL
SEA SHELL
SEA SPRAY MOTEL
SEA WAVES
SEASIDE VACATIONS
SLEEP INN - LITTLE RIVER
ST. CHARLES INN
STAR VIEW
SUN & SEA MOTEL
SUNNYSIDE
SUPER 8 - NMB
SUPER 8 - WINDY HILL
TILGHMAN BEACH/2ND AVE.
TRICIA LYN/CARRIAGE HOUSE
VILLAGE AT THE GLENS
WINDY MARSH INN

SURFSIDE/GARDEN CITY

BEACH REALTY
COMFORT INN-DEER TRACK
CONDOTELS SOUTH
COUNTRY CLUB VILLAS/
DEERFIELD
DAYS INN
GARDEN CITY MOTOR INN
GOLF COLONY RESORT/
DEERFIELD
HOLIDAY INN
KINGFISHER INN
MYRTLE BEACH RESORT
OCEAN CREEK REALTY
OCEAN VIEW MOTEL
OLD COLONY REALTY
PENDERGRASS REALTY
PLANTATION RESORT
ROYAL GARDEN RESORT
SURFMASTER
SURFSIDE REALTY

GEORGETOWN

WATERS EDGE RESORT
DAYS INN
DEASONS
ECONOLODGE
HAMPTON INN
ISLAND GREEN GOLF VILLAS

NAME

GEORGETOWN

PAWLEYS ISLAND REALTY
RAMADA
SANDMAN MOTEL

BRUNSWICK BEACHES - NC

CAUSEWAY MOTEL
COMFORT INN-SHALLOTE
HOLIDAY INN-SHALLOTE
OCEAN ISLE INN
THE WINDS

RENTAL AGENTS

GRAND STRAND-SC

ARCADIAN MANAGEMENT
BAREFOOT VACATIONS
BEACHCOMBER RENTALS
BOOE REALTY
CHERRY GROVE SALES
CHICORA BEACH HOLIDAY
CLASSIC COTTAGES & CONDOS
CONDO WORLD
CONDOTELS - NMB
DAN MOORE REALTY
ELLIOTT REALTY
GRAND STRAND RENTAL
GRAND STRAND RESORTS
LEWIS REALTY
OCEAN CREEK REALTY
PIER VIEW REALTY
TARTAIN RENTAL & SALES
THOMAS REALTY/RENTALS
WHITE REALTY & RENTAL

GRAND STRAND-NC

ALLEN HOLDEN REALTY
ATLANTIC VACATIONS
BRUNSWICK REALTY
BRUNSWICK PLANTATION
COLONY OYSTER BAY
COOKE REALTORS
HOBBS REALTY
ISLAND MOTEL
ISLAND REALTY, INC.
MCCLURE REALTY
MACMILLAN REAL ESTATE
OCEAN ISLE MOTEL
OCEAN ISLE BEACH REALTY
ODOM COMPANY
SEA TRAIL PLANTATION
SLOANE RENTALS
SUNSET BEACH MOTEL
SUNSET PROPERTIES
SUNSET VACATIONS
THE WINDS
WILLIAMSON REALTY

SOFTCOVER

DOCUMENTED DISTRIBUTION

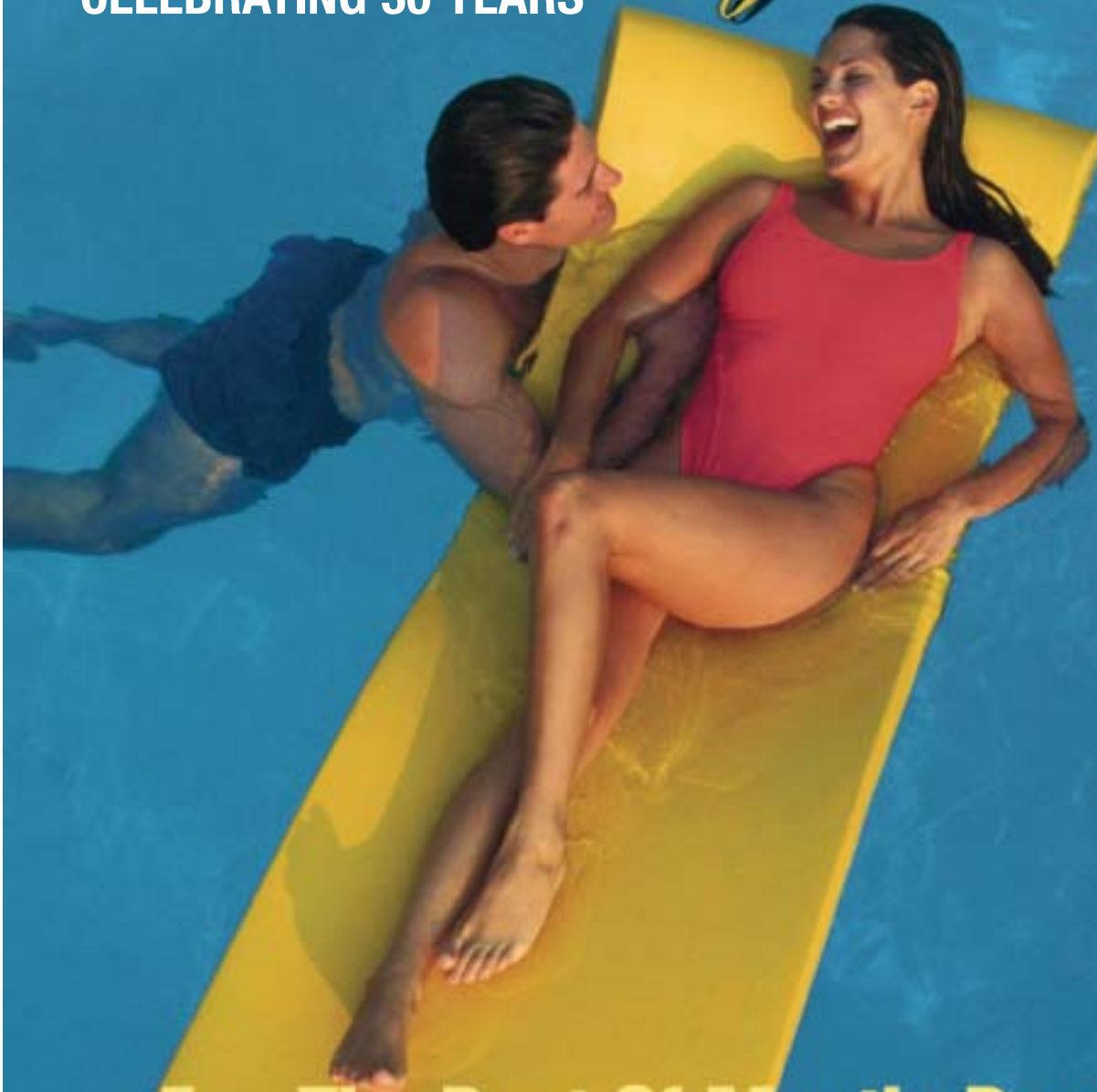
501 Welcome Center	Compass Cove	Hurricane Fleet	Ripley's Aquarium	Surfside- Hwy. 17
ABC Store-NMB	Coral Beach Resort	Inlet Square Mall	Ripley's Believe It Or Not	Village at the Glens
Airport (MB International)	Crabby Mike's!	Joan Crosby	Ripley's Haunted Adventure	Voyager Fishing Fleet
Alligator Adventure	CRS - Little River	Jungle Lagoon	Ripley's Moving Theater	Wahoo's
American Athletic Club	CVS- 14 locations	Key West Grille	River City Café	Walmart Supercenters-
Angela Fellenz Photography	Little River	Kroger's	Rossini's	Restaurant Row
Angelo's	MB	Garden City	Rossi's	Hwy. 501
Barefoot Landing	Murrells Inlet	NMB	Royal Cleaners	Surfside Beach
Bay Watch Resort	NMB	Surfside - Hwy.544/501	Salsaritas	North Myrtle Beach
Beach Beverage	Surfside	MB-Galleria	Sam Snead's	Wayward Winds
Benito's Brick Oven	Diamond Casino Cruise	MB-Hwy. 501	Scents Unlimited	Welcome Center 48th Ave.
Bennett's Calabash	Dick's Last Resort	La Belle Amie Vineyard	SC Welcome Center- Aynor	NMB
Best Pancake	Dino's Pancake House	Legends Resorts	SC Welcome Center-	Wolf Creek Gallery
Best Western	Dirty Don's	Legends in Concert	Hwy. 501	
Beverage Mart	Dixie Stampede	Little River Chamber of	SC Welcome Center-	
Bi-Lo-	Domian Jewelers	Commerce	Little River	
Litchfield	Fairfield Welcome Center BF	Little River Fishing Fleet	Sand Dunes / Ocean Dunes	
MB- 3 locations	Landing	Little River Welcome Center	Sandpiper Bay Golf Club	
NMB-Windy Hill	Farmer & Fisherman	Logan's Roadhouse	Sands Resorts Info Center	
NMB-Main Street	Farmer's Daughter	Lowes - Shallotte, NC	Scotchman- Surfside	
Surfside	Fire Island Grill	Medieval Times	Shell Mini Mart	
Blockade Runner	Flamingo Grille	Margarita's	Sea Gull Market	
Blue Green	Food Lion-	Martin's PGA Golf Superstore	Sea Mist Resort	
Boardwalk Hotel	Little River-2 locations	McDonald's NMB	Sea Trail	
Bonfish Restaurant	NMB- 2 locations	MB Chamber	Sea Screamer	
Boulieaus Market	Myrtle Beach- 9 locations	MB Harley Davidson	Shore Haven II	
Bovine's	Conway- 1 location	MB Intl. Jetport Kiosk	Silver Coast Winery	
Broadway at the Beach	Brunswick County, NC- 3	MB Watersports	Sleep Inn	
Broadway Louie's	locations	Mexico Lindo	Southern Elegance Cruise	
Babba's Fish Shack	Fuddruckers- 2 locations	Murrells Inlet Chamber	Casino	
Build-A-Bear	Galleria-Restaurant Row	NC/SC Welcome Center	South Strand Med. Center	
Burro Loco	Garden City Grocery	Nakato's	Springmaid Art Museum	
Café Salonika	Golf Dimensions-	New York Prime	Sticky Fingers	
Cagney's Old Place	MB-Hwy. 501	Nick's Cigar World	Studebaker's	
Calabash Plaza	NMB- Hwy. 17 S.	NMB Chamber of Commerce	Sunny Cleaners	
Calabash Seafood	Golden Griddle	Ocean Cleaners	Sunshine Cleaners	
California Dreaming	Gold's Gym	Ocean Creek Resort	2001 VIP Club	
Carolina Opry	Grand Prix NMB	Ocean Garden Buffet	Tanger Outlet Center - 2	
Carolina Roadhouse	Great American Riverboat	Ocean Isle Inn	Locations	
Cat Store	Greg Norman's	Ocean Reef Resort	Teddy Town Animal Adventure	
Celebrations	Gulfstream Café	Ocean Watch Villas	Texaco - MB	
Cherry Grove Rentals	Hammock Shops	Old Town Pet Palace	The Breakers Resort	
Chianti South	Harbour Properties	Palace Resort- MB	The Caribbean Resort	
Chicora	Harbour View	Palace Theatre	The Market- Murrells Inlet	
Children's Museum of SC	Holiday Inn- Little River	Planet Hollywood	The Viking-MB	
City Bar	Holiday Inn - NMB	Pavilion Info Center	Thomas Kinkade Galleries	
Chuck's Steak House	Holiday Inn Express-	Polynesian Resort	Thoroughbred's	
Club Kryptonite	Restaurant Row	Raggs Kids Club	Ultimate California Pizza	
Coastal Scuba	Broadway at the Beach	Ramada Inn	Ultra Tan-	
Colonial Mall	Hook's	Reeds Jewelers	NMB- Gator Hole Plaza	
Comfort Inn	House of Blues	Redtree Inn	MB- 38th Ave. & By-pass	

Golf Courses

Aberdeen Country Club
 Angels Trace
 Arrowhead
 Bald Head
 Barefoot Resort & Golf
 Black Bear
 Blackmoor
 Burning Ridge
 Caledonia
 Carolina Shores
 Crow Creek
 Crown Park
 Dunes Club
 Glen Dornoch
 Heather Glen
 Indian Wells
 International Club
 Legends
 Lion's Paw
 Oyster Bay
 Panther's Run
 Pawley's Plantation
 Possum Trot
 Prestwick
 Rivers Edge
 Shaftsbury Glen
 Sea Trail
 Tiger's Eye
 True Blue
 Wicked Stick
 World Tour Golf Links

OnTheBeach *Magazine*

CELEBRATING 30 YEARS



For The Best Of Myrtle Beach

www.onthebeachmagazine.com