Living @ Sun City Carolina Lakes

About Sun City Carolina Lakes

Located in Indian Land in northern Lancaster County, South Carolina, Sun City Carolina Lakes is a 1,230-acre development of over 3,000 dwelling units. Bordered by US 521 and the Catawba river, the development has proved to be a cornerstone for growth in the region and is south of Charlotte, North Carolina.

Now transitioned from the developer, Del Webb/Pulte Homes, Sun City Carolina Lakes is exclusively for active adults age 55+. The single family, villa, and carriage homes range in price from $350,000 to over $1,000,000.

Sun City Carolina Lakes Demographics

Currently, there are over 5,000 residents. As each month passes, some residents leave the community and new residents arrive. Many of these new homeowners are from outside the immediate area and find the proximity to a major airport and state of the art medical facilities high on their purchasing priority list.

Financially, this market offers opportunities for every conceivable product and service for current homeowners and new residents. The influx of resources by this demographic is dramatic. Owners and buyers eagerly search out reliable sources for their needed goods and services and develop beneficial relationships with those who communicate directly to them. They then communicate their experience to their friends and neighbors.

Sun City Carolina Lakes Lifestyle

Social, recreational, educational and cultural opportunities, and health and well-being interests define these active adults. They find these opportunities in their neighborhoods, the town, as well as the City of Charlotte. The community itself boasts over 150 chartered clubs and interest groups that range from arts and crafts to the performing arts, lectures and discussions, cards and games, indoor and outdoor sports, and community services.

Whether rekindling an old passion, exploring new pursuits, and maintaining their homes, the lifestyle inspires and redefines a new phase of life, full of endless possibilities for its residents and those who would serve them.

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

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***
6277 Carolina Commons Drive
Ste. 600 P.O 336
Indian Land, SC 29707

Living @ Sun City Carolina Lakes

Please sign contract and email it to:

livingmag@comporium.net

or mail it to

6277 Carolina Commons Drive
Ste. 600 P.O. Box 336
Indian Land, SC 29707

Contact Person

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 _____
Camera-ready artwork in digital form must be provided 30 days prior to the publication date. PDF files are preferred. There is an additional charge if you would like us to develop your ad. If you are over sixty days in arrears your ad will be temporarily, suspended until past due payment is received.

2. Term of Contract (months) _____ from _____ through _____

3. Cost per month $ _____ x _____ months = $_____
I would like to pay monthly _____ or yearly_____

I would like to pay by ACH ____Credit Card ____ Check ___ (Circle one)

This Contract signed on _____, confirms your desire to advertise.
in Living @ Sun City Carolina Lakes, is a tax-exempt 501 (c) (3) South Carolina nonprofit operating foundation.

New one-year ads will receive an invoice for one-month prior publication.
New three-month ads require a contract and payment in full before the ad is placed in the magazine.
Established vendors will receive a monthly invoice one month prior to publication.

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. Two months' notice is required if the advertiser wants to cancel the contract, 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.

Authorized person please print **Authorized Person**

Living Sun City Carolina Lakes

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ADVERTISING INSERTION RATES

Color Advertisements 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** **(1/8th bleed on all 4 edges 8 ¾" x 11 ¼")**	**$605** **New Ads 3-month min. $1,815**	**$500**
Full Color Premium Pages 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 the advertiser.
There is an additional charge if you would like us to develop your ad.

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

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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 any particular goods or services, If 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 Foundation will not violate any third party's rights. Any claims made by the Advertiser are strictly their own, and neither the Foundation, 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 Foundation 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 Foundation 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 Foundation 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 Foundation harmless, and indemnify it, from claims or liability relating to any allegation that the ad infringes a third party's rights. In no event shall the Foundation 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 Foundation 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 Foundation under this Agreement during the twelve (12) month prior immediately preceding the event giving rise to the claim.

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 Foundation 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. There is an additional charge if you would like us to develop your ad.

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, a February ad must be paid for by January 1, and so on.

Restrictions
The Foundation 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 Foundation will have sole control over the advertising, information and other contact published, provided that no such advertisement, information and/or other content may, directly or indirectly tarnish or damage the image of the Sun City Carolina Lakes Community or the Foundation.

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
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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 – Sept 2026**. 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 **October issue**, the ad must be in our hands **by August 10**. 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 2026		Look for reminder notice around this date.
Month	Due Date	Send Out Notices
January	Nov 10	Nov 1
February	Dec 10	Dec 1
March	Jan 10	Jan 1
April	Feb 10	Feb 1
May	Mar 10	Mar 1
June	April 10	April 1
`July	May 10	May 1
August	June 10	June 1
September	July 10	July 1
October	Aug 10	Aug 1
November	Sept 10	Sept 1
December	Oct 10	Oct 1