

**EXPERIENCE COLUMBIA SC**  
**FY 2018 - 2019**  
**CO-OP MARKETING &**  
**ADVERTISING OPPORTUNITIES**



 **EXPERIENCE  
COLUMBIA SC**

Experience Columbia SC will fill co-op spots on a first come, first served basis. Every effort will be made to grant partners the co-op spots they prefer, but due to limited numbers of opportunities in each area, Experience Columbia SC may direct partners to a comparable or similar opportunity if your first choice is no longer available.

Please email your selections to **Kelsey Carmichael** at [kcarmichael@experiencecolumbiasc.com](mailto:kcarmichael@experiencecolumbiasc.com). Sending your selections via email helps us to see the order in which selections were received from our partners.

*\*Once ads are contracted, reimbursements cannot be made. Deadlines indicated in this document are the responsibility of the partner. If deadlines are missed, the DMO cannot provide a replacement co-op opportunity.*

*\*Experience Columbia SC strongly encourages hotel partners to use the opportunities and programs outlined in this guide as they are planning to expend their Destination Marketing Funds. In order to further streamline the marketing of the Columbia region we encourage that at least 50 percent of funds be spent on programs in this guide, but this can be reviewed on a per-property basis.*

*\*Please note that all ads are out of market and must include Columbia SC verbiage, or have the Experience Columbia SC logo on the ad.*

For questions contact:

**Kelsey Carmichael**

803-545-0269 | [kcarmichael@experiencecolumbiasc.com](mailto:kcarmichael@experiencecolumbiasc.com)

**Kelly Barbrey**

803-545-0018 | [kbarbrey@experiencecolumbiasc.com](mailto:kbarbrey@experiencecolumbiasc.com)

Hotel Plan Roll-Out Date:

**JULY 18, 2018**  
**AFTER 3:00PM**

*All advertising reservations must be made after 3PM on Wednesday, July 18th, 2018. Any requests for advertising that are sent before 3PM will be deleted.*

Ad Space Reservation Dates:

**LISTED SPECIFIC TO EACH  
INDIVIDUAL OPPORTUNITY**

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# DIGITAL BILLBOARDS

## DEADLINE:

Billboards must be designed to the specifications below by the **15th of the month PRIOR to the month your ad will run.** For example, if your ad is running in April, you must submit your artwork by March 15th. Placements are made based on availability.

## SUBMISSION:

Please submit completed ads to **Kelsey Carmichael** at [kcarmichael@experiencecolumbiasc.com](mailto:kcarmichael@experiencecolumbiasc.com) by the deadline corresponding to your selected months. It will be forwarded along to the company pending DMO approval.



*Downtown Greenville Rooftop*

## ASHEVILLE:

<b>Location</b>	<b>US 25, .7 miles S/O I-40</b> Positioned on Hendersonville Road at a stop light in a slow speed area, this unit targets affluent drivers heading towards Biltmore Forest, Biltmore Village and Downtown Asheville. It is also a great year round board because of travelers heading to Biltmore Estates.
<b>Size:</b>	36' w X 10.5' h
<b>Cost:</b>	\$500
<b>Exposure:</b>	214,194 weekly impressions
<b>File Set-up Size:</b>	1400 w X 400 h pixels
<b>File Set-up:</b>	Sized at 72 dpi, RGB mode, JPEG format

## AUGUSTA:

<b>Location 1</b>	<b>I-20/Tower Road – In GA on the way to Columbia</b> Drivers pass this billboard heading towards the main Augusta restaurants, gas stations and hotel exits. It picks up great local traffic as well as a lot of military traffic because the exit before (Belair Road) is one of the main roads to get to Fort Gordon.
<b>Size:</b>	48' w X 14' h
<b>Cost:</b>	\$500
<b>Exposure:</b>	39,751 weekly impressions
<b>File Set-up Size:</b>	1400 w X 400 h pixels
<b>File Set-up:</b>	Sized at 72 dpi, RGB mode, JPEG format

## GREENVILLE:

<b>Location</b>	<b>2-84 S. Church Street- Downtown Greenville rooftop</b> Located in the middle of the city, this sign carries a unique structure that makes it stand out. This street has morning and afternoon commuters and tourists, as well as walking traffic on a very busy Main Street. The Peace Center, The Greenville Drive Stadium, and The Bon Secours Wellness Arena are all in very close proximity and create a steady stream of cars going by this sign night and day. Traffic often backs up allowing travelers to view the sign for extended periods.
<b>Size:</b>	36' w X 10' h
<b>Cost:</b>	\$500
<b>Exposure:</b>	118,335 weekly impressions
<b>File Set-up Size:</b>	1120 w X 288 h pixels
<b>File Set-up:</b>	Sized at 72 dpi, RGB mode, JPEG format

<b>Location 2</b>	<b>Washington Road &amp; Alexander Dr.</b> This is a high impact, jumbo display, on busy Washington Road, in an affluent shopping center, and directly across from Augusta National Golf Course, which hosts the coveted Masters Golf Tournament each year. It reaches high-income families that are shopping, dining out, golfing and commuting to nearby downtown.
<b>Size:</b>	48' w X 14' h
<b>Cost:</b>	\$500
<b>Exposure:</b>	207,900 weekly impressions
<b>File Set-up Size:</b>	1408 w X 384 h pixels
<b>File Set-up:</b>	Sized at 72 dpi, RGB mode, JPEG format



Charlotte I-77 .5 miles North of Tyvola Rd.



Charlotte Epicentre

## CHARLOTTE:

<b>Location 1</b>	<b>I-77, .5 miles N/O Tyvola Road – on the way to Columbia</b>  This location is on the most traveled and trafficked interstate in the Charlotte area. Commuters going in to uptown Charlotte pass this sign every day. It is also a north-south thoroughfare for travelers. The dynamic and unconventional shape of this sign makes it stand out like no other in the area.
Size:	23' w X 16' h
Cost:	\$500
Exposure:	748,650 weekly impressions
File Set-up Size:	408 w X 280 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

<b>Location 2</b>	<b>I-77 Southbound at the SC State Line</b> This new digital display is located on I-77, right side of the road, just south of I-485, and north of the Carowinds Blvd exit. Audience exposure includes daily commuter traffic, airport traffic, leisure traffic heading to Carowinds Theme Park and South Carolina, as well as shopping traffic heading to nearby Charlotte Premium Outlets and Carolina Place Mall. This billboard also serves traffic to one of the hottest residential real estate markets of South Charlotte, Fort Mill, and Rock Hill SC. This new display includes a unique architectural shape that sets itself apart from other billboards in the area to showcase advertisers.
Size:	36' w X 10.5' h
Cost:	\$500
Exposure:	745,000 weekly impressions
File Set-up Size:	680 w X 200 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

<b>Location 3</b>	<b>Charlotte Epicentre, College St. &amp; 4th</b>  This is a vertical LED capable of displaying both static and motion creative artwork. It is the only one of its kind in Downtown Charlotte! It sits at the corner of College and 4th Streets, creating a visual intersection for the daily commuters from South Charlotte, as well as for the thousands of locals and out-of-towners who attend dozens of sports, conventions, restaurants, clubs and cultural events near the Epicentre.
Size:	12' w X 20' h (this is a VERTICALLY ORIENTED billboard)
Cost:	\$500
Exposure:	222,696 weekly impressions
File Set-up Size:	224 w X 384 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format
<i>*This board will not be available for advertising January 21 – February 17 due to circumstances out of our control.</i>	

## CHARLESTON:

<b>Location 1</b>	<b>I-26, mile 211, W/O I-526 – on the way to Columbia</b>  This digital location has a great read and reaches commuters and tourists alike. Located at a very busy section on I-26, near I-526 and the Tanger Outlet Mall, with high traffic counts and standstill traffic at times. Charleston is a vibrant and growing city, reaching an international market.
Size:	48' w X 14' h
Cost:	\$500
Exposure:	619,216 weekly impressions
File Set-up Size:	752 w X 208 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format



Fort Gordon MWR

## FORT GORDON MWR

### 3 locations - available April, May & June

90% of those who work and play on Fort Gordon live off of the installation. Be the first and last ad they see every day entering and exiting Fort Gordon.

Marquees are located at Gate 1, Gate 2 and Gate 5.

*\*Messages are seen on both the front and back of each marquee. Choose one of the following gates per month. For example, Gate 1 for the month of March for \$500 or Gate 2 for the months of May & June for \$1,000, etc.*

<b>Gate 1</b>	Gate 1 is what you consider the main entrance to Fort Gordon and has the most traffic. All visitors must come through this gate to be checked in. This is at Gordon Highway and also Jimmie Dyess Parkway runs straight into Gate 1. This is also the entrance closest to the hospital.
<b>Gate 5</b>	Gate 5 is closest to the elementary school, a lot of housing, and the Deans Bridge/ Tobacco Road area. Large population of Aiken County residents come in this entrance as well, as they take 520 into work.
<b>Gate 2</b>	Gate 2 also exits out onto Gordon Highway, a little further up than Gate 1, but the majority of the people using this Gate are Grovetown residents.
Availability:	March, April, May, June
Size:	18' w X 7' 7" h
Cost:	\$500
Exposure:	at least 90,000 sets of eyes daily
File Set-up Size:	544 w x 224 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

# ALTERNATIVE WEEKLY - DIGITAL BANNERS

**DURATION:** 1 week

**COST:** \$150/week

**SPECS:** 72 dpi/RGB/JPEG

**MEDIA TYPES:** .gif, .jpg, .png

**MAX. FILE SIZE:** 40k

## FLIGHT RUNS:

Charleston City Paper runs Wednesday – Tuesday. Metro Spirit and Creative Loafing run Thursday – Wednesday. Atlanta Magazine runs on a weekly basis, with a starting day that varies each week. Please provide your choice week(s) and the DMO will let you know of availability.

## DEADLINE:

Ads are due **two weeks prior** to flight start date.

## SUBMISSION:

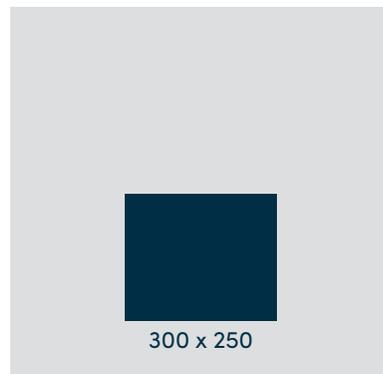
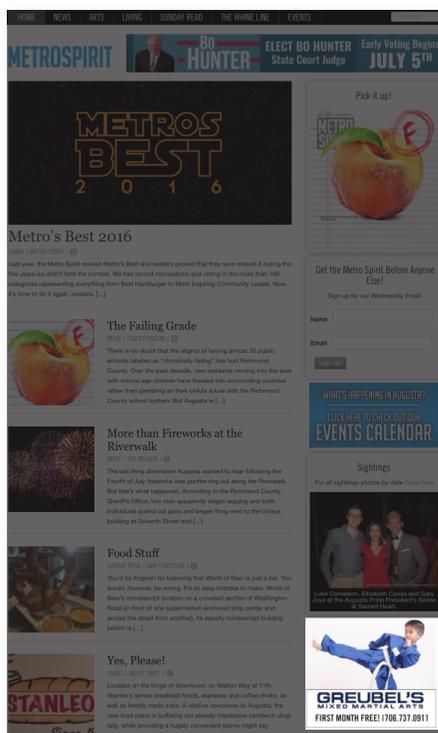
Please submit completed ads with exit URL to **Kelsey Carmichael** at **kcarmichael@experiencecolumbiasc.com** by the deadline corresponding to your selected weeks above. It will be forwarded along to the publication pending DMO approval.

**Metro Spirit Augusta**  
metrospirit.com

**Duration:** 1 week

**Available:** 8/1/17-6/30/18

**Banner ad sizes:** 300w x250h pixels

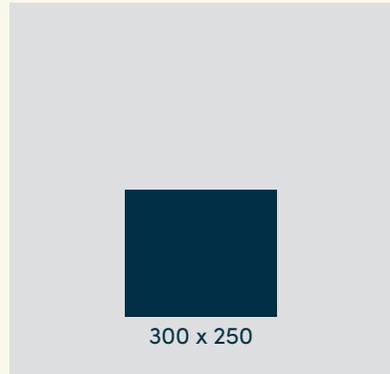
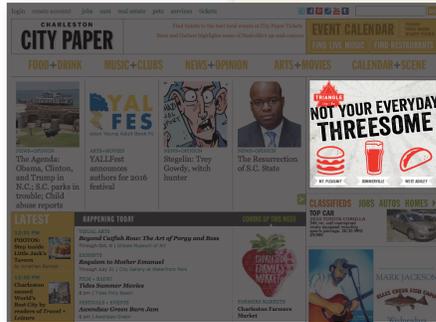


**Charleston City Paper**  
charlestoncitypaper.com

Duration: 1 week

Available: 8/1/17-6/30/18

Banner ad sizes: 300w x 250h pixels

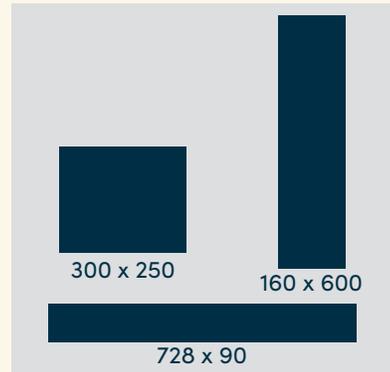
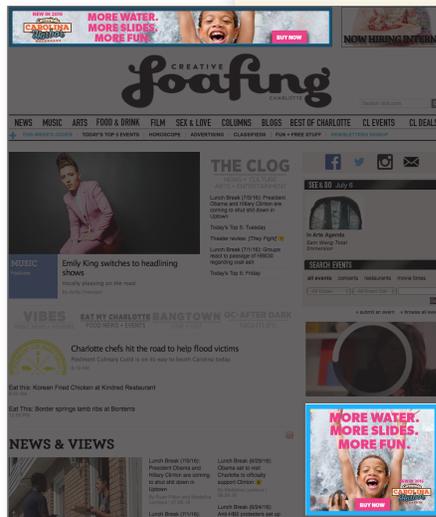


**Creative Loafing Charlotte**  
clclt.com

Duration: 1 week

Available: 8/1/17-6/30/18

Banner ad sizes: 300w x 250h,  
160w x 600h, 728w x 90h pixels

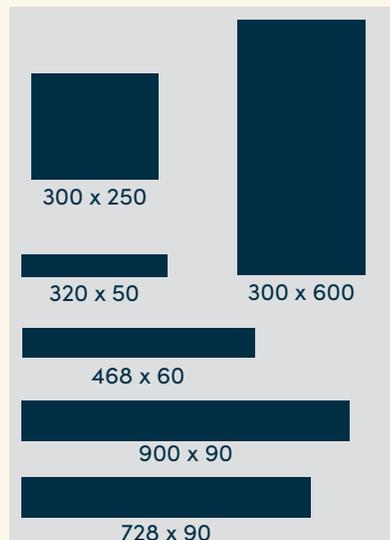
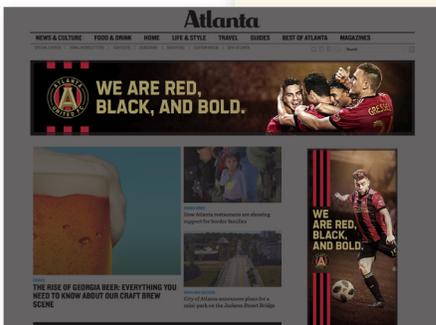


**Atlanta Magazine**  
atlantamagazine.com

Duration: 1 week

Available: 9/1 – 11/28 & 3/1 – 5/28

Banner ad sizes: 300w x 250h, 300w x 600h,  
320w x 50h, 468w x 60h, 728w x 90h,  
900w x 90h pixels



# ALTERNATIVE WEEKLY - PRINT ADVERTISING

Experience Columbia SC has print ads available in three of the weekly publications (Metro Spirit – Augusta, Charleston City Paper, Creative Loafing – Charlotte) for various weeks throughout the year. Partners can purchase a ½ page ad in one of these publications, pending availability.

## WEEKLY READERSHIP:

Charleston City Paper	116,000
Metro Spirit – Augusta	40,000
Creative Loafing –Charlotte	116,000

## RATE:

\$500/a week

## SPECS:

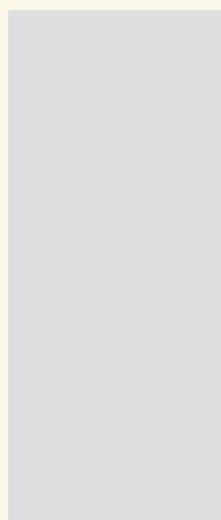
Charleston City Paper	4.687 x 10.75
Augusta Metro Spirit	4.875 x 11
Charlotte Creative Loafing	4.94 x 10.5

## DEADLINE:

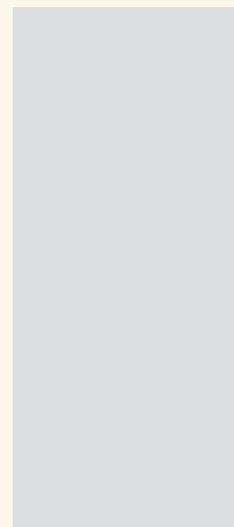
1 month prior to flight date

## SUBMISSION:

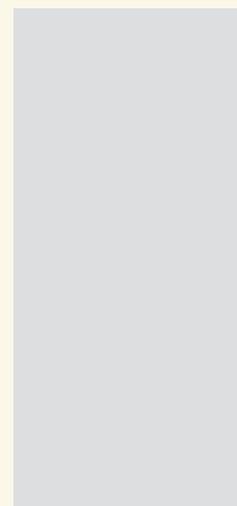
Please submit photo to **Kelsey Carmichael** at [kcarmichael@experiencecolumbiasc.com](mailto:kcarmichael@experiencecolumbiasc.com) by the deadline corresponding to your selected date.



Charleston City Paper



Augusta Metro Spirit



Charlotte Creative Loafing

*Southern Living* magazine has been a strong partner of Experience Columbia SC for years. While it is often cost-prohibitive to purchase national advertising in *Southern Living*, we have found that by purchasing by the region allows us to reach our target customers for a fraction of the price. All advertisers will receive a listing on the national travel services page, as well as an online hyperlink on slvacations.com. Leads will be sent weekly.

ECSC will have a two-page spread in the April issue with national distribution, and a two-page spread in the May issue with distribution in NC & GA. While it is not guaranteed, Southern Living can work to place your ad near the ECSC spreads.

## CIRCULATION AND READERSHIP:

SC: 144,000/796,000

NC: 241,000/1.3+ million

GA: 230,000/1.3 million

## RATES:

(all rates are 'per issue', local/net). We are offering 3x rate for 1-2x runs and 6x rate for 3+ runs. Running in 3 states one time constitutes a 3x rate (lowest rate in each state)

	SC	NC	GA
1/3 page 1-2x	\$3,196	\$4,445	\$3,923
1/3 page 3+x	\$2,839	\$3,952	\$3,485
<i>1/3 can be vertical (column) or square</i>			
1/2 page 1-2x	\$4,513	\$6,273	\$5,538
1/2 page 3+x	\$4,012	\$5,576	\$4,921
<i>1/2 can be vertical or horizontal</i>			

## DEADLINES:

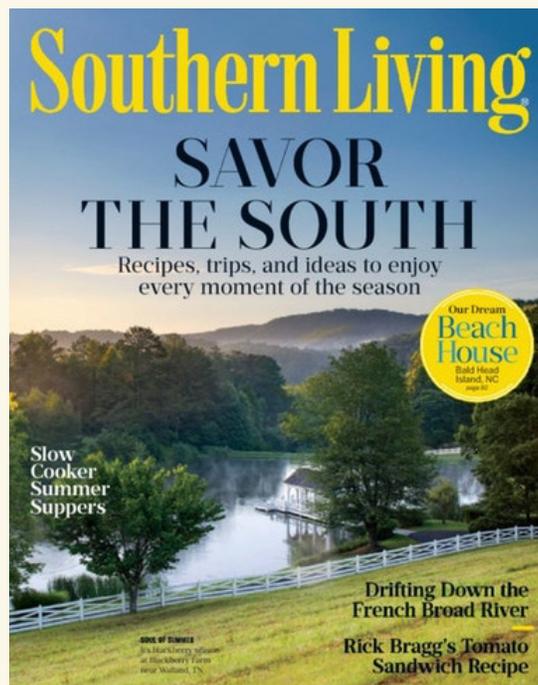
October 2018	7/30
November 2018	8/29
December 2018	9/17
*January 2019	10/26
*February 2019	11/24
*March 2019	12/23
*April 2019	1/25
*May 2019	2/26
*June 2019	3/25
<i>*subject to change</i>	

## SPECS:

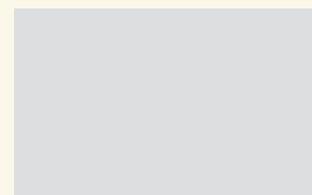
Ad specifications will be provided upon contracting.

## SUBMISSION:

Please submit completed ads to [direct2time.com/title/southernliving](http://direct2time.com/title/southernliving). A PDF/X-1A (Version 1.3) is required for submission.



1/2 Page Vertical



1/2 Page Horizontal



1/3 Page Vertical



1/3 Page Square

*Garden & Gun* magazine focuses on the Southern lifestyle as it pertains to travel, food & drink, sporting, land & garden, style and culture.

ECSC will have a two-page spread in the October/November and February/March issues. While it is not guaranteed, G&G can work to place your ad near the ECSC spreads.

**TOTAL AUDIENCE:**

1,600,000

**RATES:**

1/2 Page	\$17,187
1/3 Page	\$11,453

**DEADLINES:**

Will be provided upon contracting.

**SPECS:**

Will be provided upon contracting.

**SUBMISSION:**

Please submit completed ads to **Kelsey Carmichael** at [kcarmichael@experiencecolumbiasc.com](mailto:kcarmichael@experiencecolumbiasc.com) by the deadline corresponding to your selected issue above. It will be forwarded along to the publication pending DMO approval.



1/2 Page  
Horizontal



1/3 Page  
Vertical

Experience Columbia SC has purchased a 4 page gate-fold ad in the 2019 Vacation Guide through SCPRT. The DMO plans to use two of the pages for general Columbia area marketing and co-op the remaining two pages to partners.

**DISTRIBUTION:**

Over 375,000 copies distributed at South Carolina Welcome Centers, SCPRT travel shows and upon request through SCPRT January 2019 – December 2019.

**RATES:**

Price per page: \$10,000

**DEADLINE:**

August 29, 2018

**SPECS:**

**Option 1**

"Hotel Position A"	Will run opposite DMO ad 1
Trim	7.75 x 10.75
Bleed	1/8

Keep all text within 3/8 around entire page

**Option 2**

"Hotel Position B"	Will run opposite DMO ad 2
Trim	8 x 10.75
Bleed	1/8

Keep all text within 3/8 around entire page

**SUBMISSION:**

Please submit completed ads to **Kelsey Carmichael** at [kcarmichael@experiencecolumbiasc.com](mailto:kcarmichael@experiencecolumbiasc.com) by the deadline provided above. It will be forwarded along to the publication pending DMO approval.



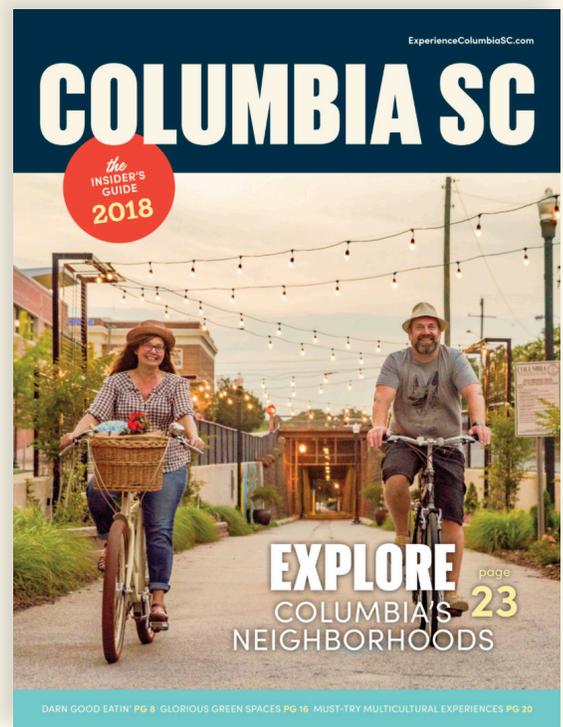
# COLUMBIA SC 2019 INSIDER'S GUIDE

Experience Columbia SC prints 150,000 copies of the Columbia SC Insider's Guide. The guide is distributed at all nine official state welcome centers, and also reaches visitors to USC and other colleges and universities in the region, military families visiting Fort Jackson, vacationing families with young children, and professionals coming to Columbia on business. This year's guide will be sized at 8" x 10.5". More details can be found in the media kit from Miles Media.

## RATES:

Inside Front Cover	\$4,531
Page 1	\$4,531
Facing Table of Contents	\$4,350
Inside Back Cover	\$4,350
Back Cover	\$4,713
2 Page Spread	\$7,250
Full Page	\$3,625
1/2 Page	\$2,356
1/4 Page	\$1,359
Map facing fold-out	\$4,531
Map front page back	\$4,531
Native Listing For Shops & Restaurants Only*	TBD

Please e-mail [kcarmichael@experiencecolumbiasc.com](mailto:kcarmichael@experiencecolumbiasc.com) if you're interested and you will be put in touch with the appropriate source for space reservation, specs, deadlines, and submission.



# ECSC WEBSITE ADVERTISING

Capitalize on a targeted audience that is specifically searching for information on the Columbia region through the recently redone Experience Columbia SC website and e-newsletter. Details for each opportunity listed below can be found in the media kit from Miles Media.

## RATES:

Hotel Listings	\$1,500/year
Other Listings	\$1,000/year or \$250/quarter
50,000 Impression Banners	\$750
100,000 Impression Banners	\$1,200
E-news Letter Unit	\$150
Custom E-mails	\$500

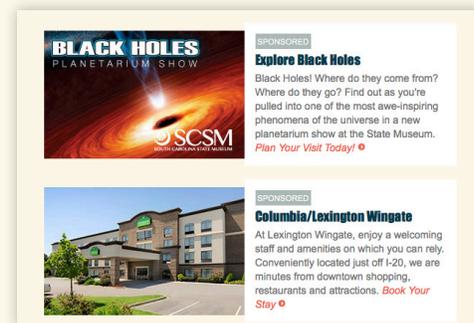
Please e-mail [kcarmichael@experiencecolumbiasc.com](mailto:kcarmichael@experiencecolumbiasc.com) if you're interested and you will be put in touch with the appropriate source for space reservation, specs, deadlines and submission.



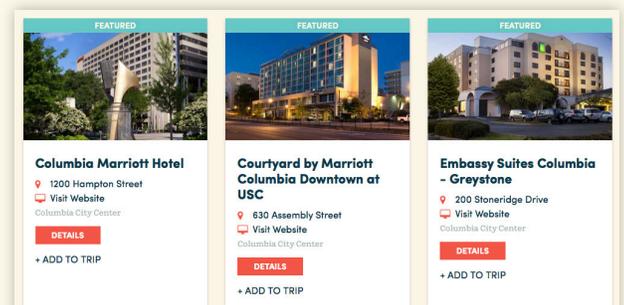
Custom Email



Ad



E-Newsletter Sponsored Section



Featured Listing Row

TripAdvisor is the world's largest travel site, with over 450 million monthly visitors. TripAdvisor enables travelers to plan and have the perfect trip, offering trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools.

**FLIGHT:**

4-week flight, beginning the 15th of the month

**RATE:**

\$1,000 per 65,000 impressions

**REPORTING:**

Impressions, clicks, ad quality

**TARGETING:**

Travelers researching Columbia on TripAdvisor, travelers researching South Carolina on TripAdvisor, travelers located in competing cities in Georgia, South Carolina and North Carolina (excluding Columbia SC), and retargeting those travelers that have viewed Columbia and South Carolina content as they continue on and off TripAdvisor.

**MATERIALS DEADLINE:**

The first of the month in which your ads will run. For example, ads beginning August 15 will be due August 1.

**SPECS:****Desktop & Tablet:**

728w x 90h, 300w x 250h, 300w x 600h, 160w x 600h

**Mobile:**

320w x 50h



**Creative assistance can help you submit the best ad possible in order to maximize your co-op dollars!**

### **AD DESIGN REIMBURSEMENT**

If you do not have someone on your team to design your ad, Experience Columbia SC would be happy to put you in touch with one of their design contacts. Once the company has been contracted, it is your responsibility to provide them with photos and direction for the ad. Invoicing from the design firm will go through the DMO.

If you are interested in having an ad designed for you, please contact **Kelsey Carmichael** at [kcarmichael@experiencecolumbiasc.com](mailto:kcarmichael@experiencecolumbiasc.com) or (803) 545-0269.

### **PHOTOGRAPHY**

Experience Columbia SC works with several talented photographers to capture various events, attractions and hotels around our region. If you would like to schedule a photography session with a photographer from our network, please contact **Renee Chow** at [rchow@experiencecolumbiasc.com](mailto:rchow@experiencecolumbiasc.com).

# MEETING PLANNER GUIDE INSERT

For the second year, Experience Columbia SC is developing a collaborative piece for Meeting & Convention Advertising. We will produce a 12-page booklet (approximately 7" wide by 9" high in size) that will run as an insert in a variety of Meeting & Convention publications and will be on display at FY 18-19 tradeshows. Preferred hotel partners have an opportunity to either purchase a full-page ad or purchase a listing in the accommodations grid. This insert will appear in the following publications and be distributed at tradeshows:

## TARGETING:

Publication Name	Issues	Copies Distributed
ASAE Associations Now	Jan/Feb 2019 ( <i>Southeast Destinations Issue</i> )	21,000
MPI The Meeting Professional (TMP)	December ( <i>Carolinas Issue</i> )	19,000
PCMA Convene	March 2019 ( <i>Annual Meeting Market Research Issue</i> )	36,000
Meetings & Conventions (M&C)	February 2019 ( <i>DMO &amp; Southern Destinations Issue</i> )	43,000
Successful Meetings	March 2019 ( <i>Rising Destinations Issue</i> )	43,000
Meetings Today	January 2019	55,000
SCSAE Directory	May 2019	250
<b>Total Distribution as Insert</b>		<b>220,250</b>
<b>Additional Distribution as Handout</b>		<b>15,000</b>
<b>TOTAL DISTRIBUTION</b>		<b>235,250</b>

## OPTION 1: FULL PAGE AD

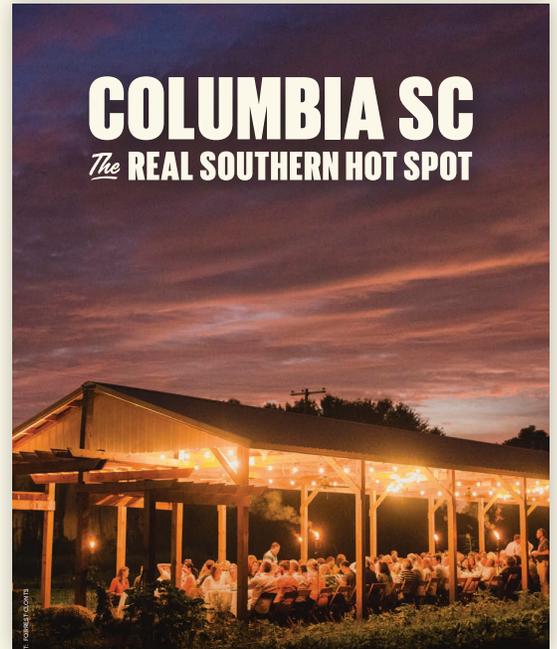
Rate	\$20,000
Space available	3
Specs	To be provided upon contract
Space reservation deadline	8/1/18
Creative deadline	8/24/18

## OPTION 2: HOTEL LISTING IN ACCOMMODATIONS GRID

Rate	\$2,500
Space available	No cap
Specs	Name of property, total rooms, total meeting space, max capacity for theater, classroom & banquet, distance from CMCC
Space reservation deadline	8/1/18

## SUBMISSION:

Please submit completed ads to **Kelsey Carmichael** at [kcarmichael@experiencecolumbiasc.com](mailto:kcarmichael@experiencecolumbiasc.com) by the deadline provided above. It will be forwarded along to the publication pending DMO approval.



Use your Destination Marketing Funds to cover the cost of registration to tradeshow(s). Let the DMO know which tradeshow(s) you plan to attend, and submit the registration receipt, along with an invoice to the DMO for reimbursement.

**TRADESHOWS THAT THE DMO  
IS ATTENDING IN FY 18/19:**

CVENT Connect	July
ASAE Annual Meeting	August
Connect Association	August
Connect Corporate	August
Destination Southeast	September
MPI- Carolinas	September
Connect Medical	October
Connect Faith	November
Connect GA	November
NCBMP	November
AENC Tradeshow	December
AMEX Meeting & Event Planners	December
Connect DC	December
Emerge Conference (RCMA)	January
Independent Planner Education Conference	January
PCMA Annual Meeting	January
SCSAE Tradeshow	January
Destination Showcase	February
HelmsBriscoe Annual Business Meeting	April
GSAE Annual Meeting	May
MPI-WEC- June	June
SCSAE Annual Meeting	June

- Use your Destination Marketing Funds to cover the cost of hotel and travel to and from tradeshow(s). Let the DMO know which tradeshow(s) you plan to attend, then, research, book and pay for your travel expenses. Upon completion of trip, submit all receipts, along with an invoice to the DMO.
- Work with the DMO to host a dinner, lunch or entertainment outing with a key meeting planner or group of target meeting planners.

**REIMBURSEMENT:**

In order to be reimbursed you must submit tradeshow registration, travel receipts, and client entertainment receipts along with an invoice to the DMO. Reimbursements will be made upon completion of the trip.

Please send all receipts and invoices to **Kelsey Carmichael** at [kcarmichael@experiencecolumbiasc.com](mailto:kcarmichael@experiencecolumbiasc.com).

**CONTACT:**

**Jason Outman** directly to discuss specifics of each tradeshow at [joutman@experiencecolumbiasc.com](mailto:joutman@experiencecolumbiasc.com) or (803) 545-0108.

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