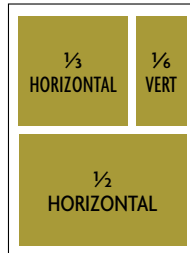
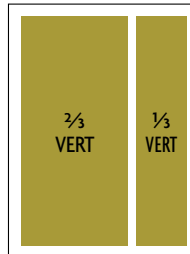


Advertisements will be accepted only in the following dimensions. The publisher reserves the right to resize any advertisement that is inaccurate.

AD SIZES AND SPECIFICATIONS

NON-BLEED	WIDTH	HEIGHT
Full Page	7.625" (7 5/8")	9.875" (9 7/8")
2/3 Page Vertical	5"	9.875" (9 7/8")
1/2 Page Horizontal	7.625" (7 5/8")	4.875" (4 7/8")
1/3 Page Vertical	2.375" (2 3/8")	9.875" (9 7/8")
1/3 Page Horizontal	5"	4.875" (4 7/8")
1/6 Page Vertical	2.375" (2 3/8")	4.875" (4 7/8")
2" or 3"	2.375" (2 3/8")	Even inches

BLEED (sizes include 1/8" bleed each side)	WIDTH	HEIGHT
Full Page	8.625" (8 5/8")	11.125" (11 1/8")
2 Page Spread	17"	11.125" (11 1/8")
1/2 Page Spread (no top bleed needed)	17"	5.625" (5 5/8")



Publication trim size – 8.375" (8 3/8") x 10.875" (10 7/8")

Minimum ad size – 2" x 1 column

Ads smaller than 1/6 Vertical run in Palmetto State Marketplace

Copy safety margin – 0.375" (3/8") from all trim edges

Printed on a heat set web press and saddle-stitched

DIGITAL FILE GUIDELINES

Press-optimized PDF files are required

- **PDF/X-1a:2001** setting using pre-set defaults for compression and transparency flattening. **COMPATIBILITY:** Acrobat 7 or later
- PDF should be dimensions of ad (e.g. don't float a 1/3 horizontal ad in the middle of a larger page)
- No printer or crop marks on non-bleed ads
- All color builds and images **must** be CMYK. Images should be at least 300 dpi at 100% of the final print size. *Publisher is not responsible for print quality of embedded RGB images that convert to CMYK*
- Fonts and images **must** be embedded
- Full-page ads that bleed **must** include 1/8" bleed on all four sides or ad will be resized to accommodate bleed
- Preferred native software is Adobe InDesign, Photoshop, Illustrator, and QuarkXPress
- Your advertising representative will provide instructions on how to submit your press-optimized PDF by email or FTP.

Inaccurate PDFs that require production work may be assessed an additional \$100 fee. For further instructions on proper creation of digital files, please contact the advertising representative.

DEADLINES

CONTRACT DEADLINES: The closing (deadline) date for space contracts is **5 p.m. on first day of the month prior to the month of publication**, for example, April 1 for the May issue, or earlier if allotted space is sold. If the first day of the month occurs on a weekend or holiday, the closing date will be the following business day.

ART DEADLINE: The deadline for receipt of print-ready art is **5 p.m. on the seventh day of the month prior to the month of publication**, for example, April 7 for the May issue. If the seventh day of the month occurs on a weekend or holiday, the deadline date will be the following business day.

How to create web and email addresses in print advertisements that will become live links in the digital edition

TEXT-BASED WEB ADDRESSES (URLs)

Text-based web addresses—addresses that can be highlighted and edited—that **include "www"** will become links automatically when a PDF is made.

- ▶ This works for PDFs written in Quark, InDesign, Word or Photoshop.

For text-based web addresses that **do not include "www"**: In the program in which the ad is built, highlight the URL and assign the hyperlink to it.

- ▶ This works in Quark, InDesign and Word, but NOT Photoshop.

For example, in InDesign:

- ▶ Highlight the URL text.
- ▶ Go to **Type > Hyperlinks & Cross-References > New Hyperlink From URL**
- ▶ When exporting as PDF, check **Include Hyperlinks**

WEB ADDRESSES (URLs) IN A "PICTURE"

A "picture" of the URL will not automatically link. Any JPEG or TIFF file or any file where the text has been rasterized—that is, turned into a picture and is not editable—will not have an automatic link.

You can apply a link to picture-based URLs. In fact, your link can be applied to any area at all, including the entire ad.

The following also works for text-based URLs that don't include "www" and for PDFs written from any program.

- ▶ If your ad is a JPEG or TIFF file, open in Photoshop and **resave as a Photoshop PDF** file.
- ▶ **Open your PDF in Adobe Acrobat** (not Acrobat Reader)
- ▶ Go to **Tools > Content > Add or Edit Interactive Object > Link**
- ▶ Drag a marquee box over the area to be linked.
- ▶ This brings up a **Create Link** dialogue box. Follow these steps:
 - ▶ **Link Appearance > Link Type: Invisible Rectangle** or **Visible Rectangle**, depending on your preference
 - ▶ **Highlight Style: Invert**
 - ▶ **Link Action: Open a Web Page**
 - ▶ **Next**
 - ▶ **Enter a URL for the link.** It must include "http://". *The best way to ensure your link will work is by copying the URL from the web browser window and pasting it in this dialogue box.*
 - ▶ **OK**
 - ▶ Resave your PDF