



## Specifications for digital advertising

### Website ads

- 300x250 pixels – right side (rail) of page
- 728x90 pixels – top of page, bottom of page
- Max file size 40K
- Creative formats accepted - .gif, .jpg/.jpeg or any rich media supported by DFP5
- Include the click-through URL address

### E-newsletter ads

- 300x250 pixels – right side (rail) of page
- Max file size 40K
- Creative formats accepted – .gif or .jpg/.jpeg only
- Include the URL address for the live link

### Click-through URL

- The website to which the user will be directed upon clicking your ad. For example: <http://www.yoursite.com>

### Deadlines for digital materials

- Files need to be received by the 20<sup>th</sup> of the month preceding the month of launch.
- Digital ads will run from the first day of the month until last day of month.
- The E-newsletter is sent on the first day of the month.

### Delivery instructions

- Materials should be submitted to [mary.watts@ecsc.org](mailto:mary.watts@ecsc.org) as an email attachment.
- If you would like South Carolina Living to pick up creative from your website, please send specific instructions and website address.

### Specifications for sponsored Facebook posts

- The ideal image size is 1200x650 pixels.
- We design and curate South Carolina Living's Facebook page to celebrate the wonders and beauty of the state. Choosing an image that captures that scenic beauty and experience will increase your engagement with our social media community.
- The headline and caption should also be an *invitation to the experience*. 25 words or less, about 250 characters.
- Include a website URL to which you wish Facebook users to be directed.
- Our best engagement takes place on Wednesday and Thursday. Please let us know what day you want your post to go live. We launch between 5:00 and 6:30 p.m.
- We will create a proof for your final approval before launch.
- South Carolina Living furnishes all the statistics for you during the first 96 hours after the post.

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