



WEBSITE BANNER ADS

300 x 250 pixels — right side (rail) of page
728 x 90 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 one URL for live link

MONTHLY E-NEWSLETTER ADS

300 x 250 pixels

- Max file size 40K
- Creative formats accepted — .gif or .jpg/.jpeg only
- Include one URL for the live link

DEDICATED E-BLAST — Limited inventory

Ad units must be one image — **560 pixels wide and no more than 1,120 pixels high**

- Accepted formats: .jpg/.jpeg, .png, .tif, .pdf and .eps
- Provide a subject line/call to action — no more than 75 characters.
- Include one URL for the live link

SPONSORED ARTICLE CONTENT PAGE ON SCLiving.coop

Image size is **640 x 480 pixels at 72 dpi**.

- Homepage digest headline (10 words max).
- Homepage digest copy. Two sentences max. Formatted as a call to action.
- Edited article text (250–750 words) with headline. This text may include embedded hyperlinks to client's website.
- One to three photos per article. One image spot may be a video (client to provide YouTube or Vimeo link).
- Edited caption for each image or video. Maximum 50 words per caption.

SPONSORED FACEBOOK POST — Limited inventory

We design and curate *South Carolina Living's* Facebook page to celebrate the wonders and beauty of the state and Southern lifestyle. Posts that do not conform to our messaging guidelines and standards will be rejected.

Posts must have an engaging image or video.

Image size is **1200 x 1200 pixels**

- Videos should be 30 seconds long and in either an mp4 or wmv format
- Our social media team will help craft your content to ensure that is complementary to our message. Posts will include:
- Short and engaging text—a call to action that is 25 words or less.
- Your website URL.
- Posts launch between 5 p.m. and 6:30 p.m on scheduled dates.

DELIVERY INSTRUCTIONS

Materials should be submitted to mary.watts@esc.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.



DEADLINES FOR ALL DIGITAL AD MATERIALS

WEB ADS will run from the first day of the month until last day of month.*

MONTHLY E-NEWSLETTER is sent on or about the first day of the month.*

*Files must be received on or before the 20th of the month prior the month of launch.

DEDICATED E-BLASTS must be received 10 days prior to launch

FACEBOOK POSTS must be received 15 days prior to launch

For more information — Mary Watts | 803-739-5074 | Mary.Watts@esc.org