

## We offer even more Powerful digital and social media options

South Carolina Living offers affordable print, digital and social media packages to drive brand awareness and generate leads.

### DEDICATED E-BLASTS

LIMITED INVENTORY

Brand your product and drive direct sales with a dedicated e-blast to more than 19,000 (and growing) opt-in subscribers. Each ad can link readers to your website or booking engine with a clever call to action.



### SPONSORED ARTICLE CONTENT PAGE ON SCLiving.coop

LIMITED INVENTORY

Own a dedicated page on SCLiving.coop to host sponsored content about your product or service. All messages on the page are exclusive to you, and your content is promoted each month with a home-page teaser.



### SPONSORED FACEBOOK POST

LIMITED INVENTORY



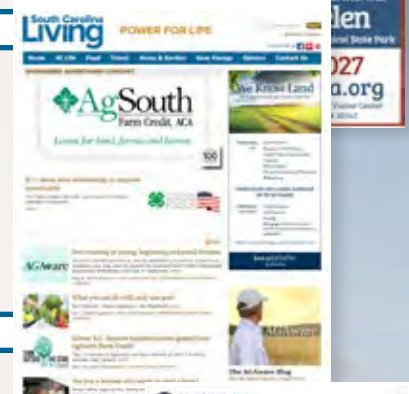
Harness the power of social media with a sponsored post on the South Carolina Living Facebook page—a celebration of all that's great about the South Carolina lifestyle. Our carefully curated content attracts more than 135,000 highly engaged fans, and we can target your message to select demographics or regions.

### WEBSITE BANNER ADS

Reach even more consumers with a run-of-site banner ad on SCLiving.coop. Capture more than 22,000 unique pageviews each month as readers enjoy bonus stories and videos, contests, recipes, and event listings.

### MONTHLY E-NEWSLETTER ADS

Deliver your message straight to the inboxes of more than 19,000 (and growing) opt-in subscribers as they get first crack at the latest articles, videos and interactive features from South Carolina Living.



### FOR MORE INFORMATION

Mary Watts  
803-739-5074  
Mary.Watts@escsc.org  
SCLiving.coop

# Digital specifications

All dimensions are width x height.

## WEBSITE BANNER ADS

**300 X 250 PIXELS** — right side (rail) of page

**728 X 90 PIXELS** — top of page, bottom of page

- 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**

- Creative formats accepted — .gif, .jpg/.jpeg, .png, .tif, .pdf and .eps
- 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 TALL**

- 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

### LIMITED INVENTORY

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 **1,200 X 630 PIXELS**

- Videos should be short. We recommend 15 to 30 seconds in length, and in either an mp4 or wmv format
- Our social media team will help craft your content to ensure that it 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 generally launch between 1 p.m. and 3 p.m. on scheduled dates.

## DEADLINES

### FOR DIGITAL MATERIALS

**WEB ADS:** Run the from the first day of the month until last day of the month.\*

**MONTHLY E-NEWSLETTER:** Sent on or about the first day of the month.\*

**DEDICATED E-BLAST** are sent on reserved dates.\*

**FACEBOOK POSTS** are posted on reserved dates.\*

**SPONSORED CONTENT PAGE** on SCLIVING.coop are posted in reserved months.\*

All digital ad materials and files must be received on or before the seventh day of the month prior to the month of launch, for example April 7 deadline for launch in May. If the seventh day of the month occurs on a weekend or holiday, the deadline date will be the following business day.

## DELIVERY

### OF DIGITAL MATERIALS

Submit properly-formatted files to **Mary.Watts@ecsc.org** as an email attachment.

Please include advertiser name and issue month in the file name.

If you would like *South Carolina Living* to pick up creative from your website, please send specific instructions and website address.



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