

# Digital specifications

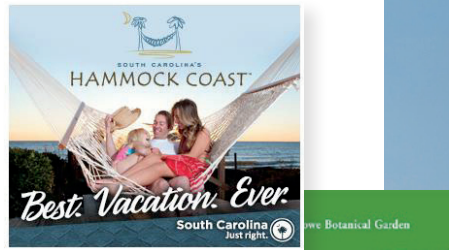
All dimensions are width x height.

## WEBSITE BANNER ADS

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

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

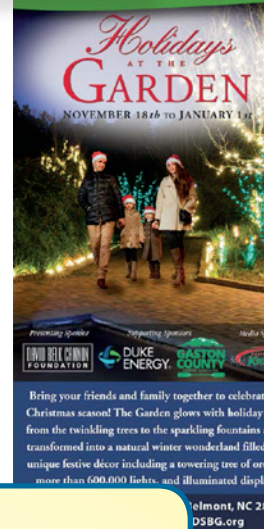
- Creative formats accepted — .gif, .jpg/.jpeg or any rich media supported by DFP5
- Include one URL for live link



## 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.

## South Carolina Living

The best of the Palmetto State

September 2018

Win State Fair tickets and a \$100 gift card. Plus: Preview fall festivals, tour elegant B&Bs, get dinner on the table fast, and meet heroes of the highway.

Win S.C. State Fair passes and a \$100 gift card! Register today for your chance to win an S.C. State Fair Family Fun Pack (admission for four people, plus ride tickets) and a \$100 Visa gift card in our Reader Reply Travel Sweepstakes. We'll draw the names of three lucky winners at random from all eligible entries received by Sept. 30. [Get more >>>](#)

**Festivals and events**  
Explore African-American traditions, take a run through Revolutionary history in Camden, enjoy gourmet food, and learn all about electric cars in this month's collection of special features taking place across the Palmetto State. [Get more >>>](#)

**Alpine Helen**  
www.HelenGo.org  
800-355-8027

**Five-ingredient meals**  
Get dinner on the table fast with four simple meals—including teriyaki-basted salmon—that are sure to please and require just five ingredients. [Get more >>>](#)

**One-pan wonders**  
Love to cook but hate doing dishes? Try Chef Baird's convenient one-pan method of making a delicious chicken dinner that requires almost no cleanup. [Get more >>>](#)

## South Carolina Living

POWER FOR LIFE



**Read info**  
Discover how to cook this easy recipe. Alpine Helen is the heart of the Palmetto State. [Get more >>>](#)

**The longest Oktoberfest celebration in the U.S.**  
Discover how to celebrate the longest Oktoberfest celebration in the U.S. [Get more >>>](#)

**South Carolina Living is at SC Lowcountry Tourism**  
Sponsored: Happy Flag Day! Come celebrate our nation at the Hampton Watermen Festival. Opening ceremonies take place at Lake Warren State Park. More info at <https://bit.ly/2K6J4JC>



## FOR MORE INFORMATION

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

# Exclusive digital offers for our print advertisers

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

**Power up your print buy with these exciting options**

## DEDICATED E-BLASTS

LIMITED INVENTORY

Brand your product and drive direct sales with a dedicated e-blast to more than 24,000 (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 24,000 (and growing) opt-in subscribers as they get first crack at the latest articles, videos and interactive features from South Carolina Living.

## Digital rates

Rates effective January 1, 2019.

All rates are net.

Digital placements are available to print advertisers only.



FREQUENCY	1 TIME	3 TIMES	6 TIMES	11 TIMES
WEBSITE AD	300	275	250	225
E-NEWSLETTER	450	450	450	450
DEDICATED E-BLAST	750	750	750	750
SPONSORED CONTENT PAGE	675	675	675	675
SPONSORED FACEBOOK POST	1,500	1,500	1,500	1,500

### FOR MORE INFORMATION

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