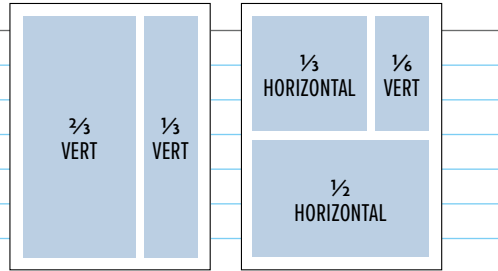


# PRINT AD SPECIFICATIONS

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

## AD SIZES

NON-BLEED	WIDTH	HEIGHT
FULL PAGE	7.5" (7½")	9.875" (9⅞")
2/3-PAGE VERTICAL	5"	9.875" (9⅞")
1/2-PAGE HORIZONTAL	7.5" (7½")	4.875" (4⅞")
1/3-PAGE VERTICAL	2.375" (2⅜")	9.875" (9⅞")
1/3-PAGE HORIZONTAL	5"	4.875" (4⅞")
1/6-PAGE VERTICAL	2.375" (2⅜")	4.875" (4⅞")
2" OR 3"	2.375" (2⅜")	Even inches



BLEED	TRIM WIDTH	TRIM HEIGHT	BLEED WIDTH	BLEED HEIGHT
FULL PAGE	8.375" (8⅜")	10.875" (10⅞")	8.625" (8⅝")	11.125" (11⅛")
2-PAGE SPREAD	16.75"	10.875" (10⅞")	17"	11.125" (11⅛")
1/2-PAGE SPREAD	16.75"	5.5" (5½")	17"	5.625" (5⅝") (no top bleed needed)

**COPY SAFETY MARGIN** – 0.25" (¼") inside of trim

**PUBLICATION TRIM SIZE** – 8.375" (8⅜") x 10.875" (10⅞")

**MINIMUM AD SIZE** – 2" x 1 column.

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

**PRINTED** on a heat set web press using four-color process inks and saddle-stitched

## PDF FILE GUIDELINES

### PRESS-OPTIMIZED PDF FILES ARE REQUIRED

- **PDF/X-4:2010 preferred**, using pre-set defaults for compression and transparency flattening. Earlier press-optimized settings (down to PDF/X-1a:2001) are acceptable but "Compatibility" must be set to Acrobat 7 or later.
- PDF should be dimensions of ad (e.g., don't float a 1/6 ad in the middle of a larger page).
- No printer/crop marks or bleeds on non-bleed ads
- All color builds and images must be CMYK. *Publisher is not responsible for print quality of embedded RGB images that convert to CMYK.*
- Images should be at least **300 dpi** at 100% of the final print size.
- 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. Crop marks not necessary.
- Preferred native software is Adobe InDesign, Photoshop, Illustrator, or QuarkXPress.
- A live URL link is recommended for the SCL digital edition.
- 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.*

# PRINT AD DEADLINES

## CONTRACT DEADLINE

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, ads are due 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, ads are due 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.

## DELIVERY OF PRINT AD MATERIALS

Submit PDFs 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.



### FOR MORE INFORMATION

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