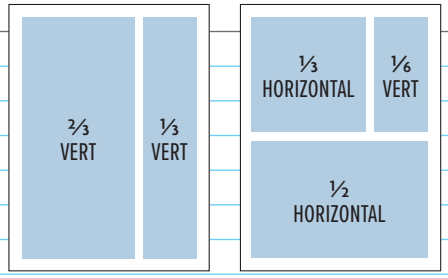
PRINT AD SPECIFICATIONS

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 or PMS colors that convert to CMYK.*
- Images should be at least **300 ppi** 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 **hyatt.drake@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

FOR MORE INFORMATION
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O: 803-739-5076
hyatt.drake@ecsc.org
SCLiving.coop