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 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

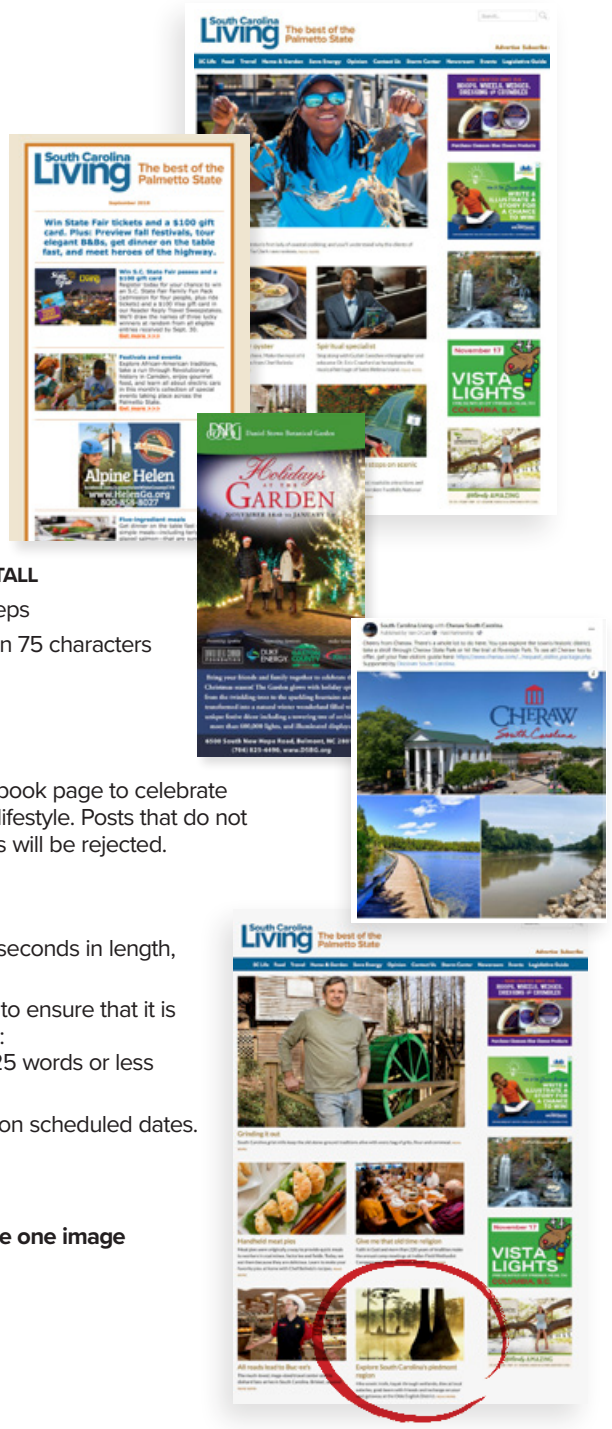
Image size is **1,200 X 630 PIXELS**

- 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.

SPONSORED CONTENT TEASER

LIMITED ONE PER MONTH

- Image size is **640 WIDE X 480 PIXELS TALL. Must be one image** (will be labeled as "Sponsored Content")
- Two lines of teaser copy (25 words)
- Include one external URL for the live link



DIGITAL DEADLINES

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, files are due 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.

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

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

DEDICATED E-BLASTs
are sent on reserved dates.

FACEBOOK POSTS
are posted on reserved dates.

SPONSORED CONTENT TEASER
On the **SCLiving.coop** home page and run from the first of the month until last day of the month.

DELIVERY OF DIGITAL MATERIALS

Submit properly-formatted files 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
Hyatt Drake
M: 803-260-3393
O: 803-739-5076
hyatt.drake@ecsc.org
SCLiving.coop