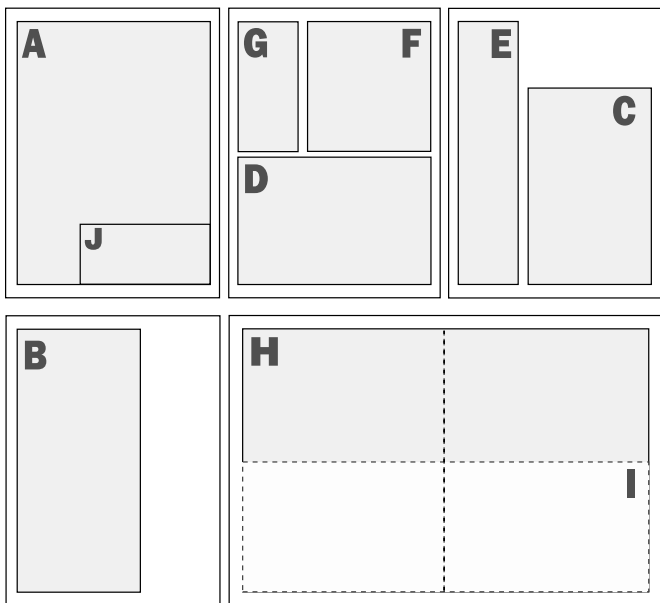


Ad Sizes

Ad Size (non-bleed)	wide	x	deep
A Full Page	7.25	x	9.875
B 2/3 - Page Vertical	4.625	x	9.875
C 1/2 - Page Vertical Island	4.625	x	7.375
D 1/2 - Page Horizontal	7.25	x	4.875
E 1/3 - Page Vertical	2.25	x	9.875
F 1/3 - Page Square	4.625	x	4.875
G 1/6 - Page Vertical	2.25	x	4.875
H 2 - Page Spread	15.25	x	9.875
I 1/2 - Page Spread	15.25	x	4.875
J 1/6 - Page Horizontal	4.625	x	2.375

Ad Size (bleed)

Full-Page Film Size	8.375	x	11.125
Full-Page Trim Size	8.125	x	10.875
Two-Page Film	16.50	x	11.125
Two-Page Trim	16.25	x	10.875
Special Premium Ads			
Inside Back Cover Trim Size	7.875	x	10.875
Back Cover Trim Size	7.875	x	10.875



Three-Page Gatefold Call for additional information.

(consists of 2-panel insert + adjoining magazine page)

2-Page Insert Film Size (bleed)	16	x	11.125
+Full Page Film Size (bleed)	8.375	x	11.125
2-Page Insert Trim Size	15.75	x	10.875
+Full Page Trim Size	8.125	x	10.875

Business Reply Card

Call for additional information.  
Live print area of card 6 x 4  
For BRC, allow .125" (1/8") foot trim;  
bleed sizes .125" (1/8") each outside edge.

CarolinaLiving.com Guide requires advertisers and their agencies to supply ad materials in digital format only. Film is no longer accepted. Please see the below instructions for creating digital files according to CarolinaLiving.com Guide specifications.

Digital Ad Specifications

These specifications are designed to help create the highest quality image for your advertising message.

- **PDF Format:** Advertisers should submit PDF files that are prepared for press-optimized printing (300 dpi) in CMYK with fonts embedded. PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.).
- **Preferred Applications:** Ad layouts should be created using either QuarkXpress™ 6.5; or Adobe InDesign® CS2. If submitting application files, provide all supporting graphics and fonts.
- **Media:** FTP upload, CD or DVD. Ads under 10MB may be emailed. Contact Ann Dolin at adolin@carolinalive.com for FTP drop-off details.
- **Proofs:** Text and element high-res, color proof required to assist in preflighting digital ad files. For critical color match, a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) is required. Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.

- **Mechanicals:** Crop marks for non-bleed full-page ads should be indicated at printed page trim size (8.125 x 10.875). Bleed ads should extend beyond trim crop marks by 1/8 inch on all sides. Fractional ads should be set up exactly to sizes as posted on this page. No crop marks on fractional ads.

- **Lettering:** Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided. Be aware that small, reverse type and fine lines may not be reproduced exactly as intended when run on a full web press and thus should be avoided.

- **Photos:** 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.

- **Line Art/Text:** 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

- **Color Tone Values:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

- **Color Mode:** Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

- **Fonts:** When submitting application files, include screen and printer fonts. On illustrations, it is recommended to convert text to outline, however outline text cannot be altered.

Checklist

- PDF of final high-res version of ad
- Color proof
- Optional: Files of original ad including support files and fonts.

Shipping Instructions

Send all contracts, orders, insertion instructions, color proofs and correspondence to: Leyla Mason, Center for Carolina Living, 4201 Blossom Street, Columbia, S.C. 29205-2850. Phone: 803-782-7466; Fax: 803-790-7240; Email: leylam@carolinalive.com Advertising materials must arrive by the materials due date.

MECHANICAL QUESTIONS?

Email Ann Dolin, Production Director, at adolin@carolinalive.com

## General Contract Regulations that are Part of the Media Contract Agreement

- a. All payments (for ads, leads, creative services, etc.) are due upon services rendered. Late payments are subject to 24% annual interest. Advertiser takes full responsibility for all costs, legal fees and expenses associated with collection of past due account balances for services contracted and rendered. Make checks payable to: Center For Carolina Living.
- b. A 15% commission will be disbursed with prior approval of publisher to recognized "outside" advertising agencies. Agency insertion order must be submitted prior to closing date. In-house "agencies" do not qualify for commissions.
- c. The design, content, copy and photography in ads are subject to publisher approval in order to maintain an image and positioning that appeals to a first-class affluent audience.
- d. Due to the reference guide nature and long shelf-life of the CarolinaLiving Guide, ads that include reader response clip-out coupons cannot be accepted.
- e. Advertisers participating in the "Lead Generation Package" (Carolina Lifestyle Survey™) will receive leads weekly by email.
- f. Conditions, other than rates, are subject to change by publisher without notice. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment for any reason at any time, whether or not it has already been acknowledged or previously published. Should submitted advertisement materials be rejected by the publisher and should the revised advertisement remain unacceptable at a point after the closing date, a **25% replacement processing fee will apply** against the print portion of the contract. Should a multi-insertion contract be cancelled prior to completion of its term, a standard short rate fee will apply in the amount of the prevailing single insertion rate.
- g. Advertisements are accepted upon the representation that the advertiser or its agency has the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
- h. Positioning of ads is at the discretion of the publisher except where a specific request for a preferred position is acknowledged by publisher in writing.
- i. Publisher assumes no liability for instructions not specified in writing.
- j. Covers and premium pages are noncancellable once reserved. Space reservation contracts are noncancellable after closing date.
- k. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. In no event shall publisher be liable for any direct, special or incidental damages including but not limited to lost profits.
- l. Bulk quantities of the CarolinaLiving Guide are available to display advertisers at a cost of \$80 per carton (40 Guides).
- m. Publisher is not liable for delays in delivery and/or nondelivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.
- n. No conditions other than set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate card.



### GENERAL REGULATION QUESTIONS?

Email: [leylam@carolinalive.com](mailto:leylam@carolinalive.com)

Phone: 803.782.7466 • Fax: 803.790.7240

4201 Blossom Street, Columbia, S.C. 29205-2850

### MECHANICAL QUESTIONS?

Email Ann Dolin, Production Director, at [adolin@carolinalive.com](mailto:adolin@carolinalive.com)

[www.CarolinaLiving.com](http://www.CarolinaLiving.com)

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