

# 2008 Advertising & Production Specifications

for *Lowcountry Living*, *Lowcountry Brides*, *Lowcountry Visitors* and *Lowcountry Wellness*.

**Publication Trim Size:** 8.25" x 10.875"

**NOTE:** Please keep live matter (text) 1/2" from all trim sides.

## Advertisement Size

UNIT	WIDTH	DEPTH
Spread Bleed	16.75	11.125
Full Page Bleed	8.5	11.125
1/2 Page Horizontal	7.25	4.75
1/2 Page Vertical	4.75	7
1/3 Page Square	4.75	4.75
1/3 Page Vertical	2.25	9.875
1/6 Page Horizontal	4.75	2.75
1/6 Page Vertical	2.25	4.75

All ad materials are due at advertising deadline.

## Digital Ad Submission

If material is received in any format other than what is listed below, *Lowcountry Living* cannot be held responsible for the reproduction of the advertisement.

The following is required when submitting an ad digitally:

- *Lowcountry Living* prefers to receive ads in digital format.
- Files are processed on Macintosh computers.
- We accept: PDF, Illustrator, Photoshop, InDesign, and QuarkXpress files.
- Document size should equal the finished ad size. Include a laser proof of your ad for reference.

## PDF

- Graphics embedded in a PDF should conform to the specifications of their native programs as outlined below. (See Photoshop and Illustrator)
- PC files are OK provided all fonts are embedded correctly.

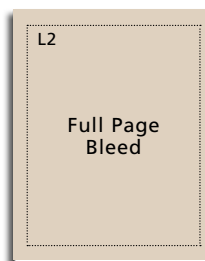
## QuarkXpress and InDesign

In addition to the document, we need the fonts and images. Use only Postscript Type 1 fonts and include the screen and printer files for each font. Images can be EPS or TIFF. Graphics placed in the Quark or InDesign file should conform to the specifications of their native programs as outlined below. (See Photoshop and Illustrator). PC files should be converted to PDF or we will have to substitute fonts.

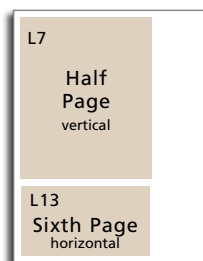
## Photoshop

- Flatten layers and size and crop images according to use in document.
- Line art - 1200 dpi
- Grayscale - 300 dpi
- Color - 300 dpi saved as CMYK

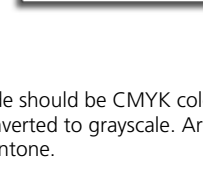
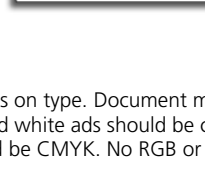
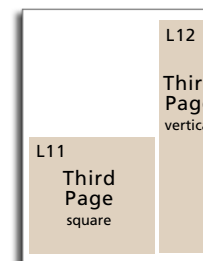
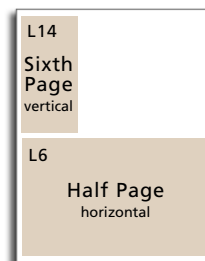
L3: Full Page  
(Inside Front,  
Inside Back or  
page 3 w/bleed)



L4: Full Page  
(Back Cover  
w/bleed)



L5: Spread  
w/bleed



## Illustrator

- Create outlines on type. Document mode should be CMYK color. Art for black and white ads should be converted to grayscale. Art for color ads should be CMYK. No RGB or Pantone.

## Fonts

Use Postscript Type 1 fonts. Include the screen and printer fonts (Mac users only). TrueType fonts cannot be used. *Lowcountry Living* reserves the right to substitute similar fonts if a font is not supplied or is unusable with the equipment at our site. Type smaller than 6 points may not print legibly.

## Changes to PDF files

- Only limited corrections or modifications can be made to a PDF file. It is best for you to make the changes and submit a revised PDF.
- If you anticipate making changes, send us a QuarkXpress or InDesign file and we will substitute our fonts for your fonts.

## Submitting Materials

Please submit all advertising materials to your *Lowcountry Living* ad representative. Please label advertisements with the ad name and specific issue.

## E-Mail

We can accept your ad via e-mail if it is smaller than 3 megabytes. Contact your Account Executive to place your order. E-mail the ad to [adcom@postandcourier.com](mailto:adcom@postandcourier.com). The account name, *Lowcountry Living* Account Executive, publication date and ad order number are required in the subject line. Please cc: your e-mail to your account executive.

## FTP

Our FTP address is <ftp.postandcourier.com>. For information on using this site, call Debbie Powell at (843) 937-5690. This site is password protected and a login and password must be set up.

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