

# COLUMBIA SC LEISURE NEWSLETTER SPECS

## A SPONSORED CONTENT

Monthly eNews

Miles representative will reach out for the following:

- **Title:** up to 30 characters
- **Body copy:** up to 190 characters
- **Link text (call to action):** up to 25 characters
- **Photo (JPG):** 274 pixels x 175 pixels (72 DPI)
- **URL link**

## COLOR SPECIFICATIONS AND RESOLUTION

- All colors used must be RGB or Index (Web safe recommended)
- All photos and graphics must be RGB or black and white.
- All images, graphics and logos must be 72 dpi.
- Any supplied electronic file is subject to return if it does not meet Miles' requirements. New materials will need to be provided.

## FEES AND PRODUCTION SERVICES

- **There will be a \$100 fee for ad materials that are not received by deadline.**
- Charges will be assessed for electronic file intervention including production changes and altering supplied advertiser materials.
- **Ad design production is available.** Contact your Advertising Coordinator for rates and samples of work.

## SUBMITTING ARTWORK

Submit all assets to [Tyler.Moser@MilesPartnership.com](mailto:Tyler.Moser@MilesPartnership.com)

## CREATIVE BEST PRACTICES

Use your most compelling image; create a tag-line that attracts attention and brings the user into the experience through your copy.

As an advertiser you can speak directly to these enthusiastic travelers who are not just casually looking for Columbia travel ideas; they have already said, "We're on our way!" You can target your own message by month and season.

Newsletter August 2017  
Things To Do | Restaurants | Hotels

**Best Bets for Brunch**  
Gather your friends and family, and enjoy a leisurely mid-morning meal (and maybe a mimosa or two) at these gloriously gourmet brunch spots throughout the city.  
[Diy In](#)

**Keep Your Cool**  
From paddle-boarding Lake Murray to floating the lazy river at Palmetto Falls Water Park, these water activities will keep you cool all summer.  
[Cool Off](#)

**Gorgeous Spots for Photo Ops**  
Step up your Instagram game, and try these top picks for capturing the most picturesque places throughout the region, no filter necessary. [Snap It](#)

**FEATURED EVENTS**

<p><b>8/18</b> Judah &amp; The Lion - Going to Mars Tour Location: Music Farm Columbia <a href="#">read more</a></p>	<p><b>10/12</b> Thomas Rhett Location: Colonial Life Arena <a href="#">read more</a></p>	<p><b>10/21</b> 28th Annual Famously Hot SC Pride Festival Location: City Center/Main Street <a href="#">read more</a></p>	<p><b>10/22</b> Pops: British Invasion Location: Harbison Theatre <a href="#">read more</a></p>
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[SEE ALL EVENTS](#)

**SPONSORED**  
**Join the Movement**  
Be part of a movement to beat breast cancer at the 27th Walk for Life and Famously Hot Pink Half Marathon, 5K + 10K at Spirit Communications Park on October 15, 2017.

**SPONSORED**  
**Lizard's Thicket**  
Lizard's Thicket is a family-owned and operated country cooking restaurant specializing in authentic regional Southern home cooking at reasonable prices. Open daily from 6am-9pm.  
[Go Eat](#)

**COLUMBIA SC VISITOR'S GUIDE**  
The Official Columbia SC Visitors Guide includes visitor favorites, information to plan your stay and maps to navigate the region and downtown areas.  
[REQUEST THE GUIDE](#)

**INSTAGRAM**  
North Main continues to thrive. With the new @indahCoffee + @CuriosityCoffeeBar, we can't wait to see who joins next. photo: @erinshawstreet  
Connect with us:  
[Instagram](#) [Facebook](#) [Twitter](#) [Email](#)  
[www.ExperienceColumbiaSC.com](http://www.ExperienceColumbiaSC.com)

No images? See the [online version](#).

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