

SOUTH CAROLINA OFFICIAL VACATION GUIDE SPECS

ACCEPTED FILE FORMATS

- Adobe Acrobat: PDF/x-1a
- Adobe Illustrator: EPS

Please **DO NOT** include crop marks, color bars, or extra space.

TECHNICAL GUIDELINES

- Save all art as high-resolution 300 dpi and four-color process CMYK. Spot colors should be converted to process.
- Outline ALL fonts or package the fonts along with your artwork.
- Document size must be the same as ad size. Full page ads with a bleed must have bleed and adhere to live area.
- Apply rich black C: 40 M:20 Y:20 K:100 to large areas of black.

If you plan to have this ad placement reimbursed with the Tourism Advertising Grant (TAG), it must feature the South Carolina Just Right Logo according to TAG guidelines.

**FULL PAGE AD - 2" LOGO | HALF PAGE AD - 1.5" LOGO
ONE THIRD PAGE AD - 1.25" LOGO | QUARTER PAGE AD - 1" LOGO**

SUBMITTING ARTWORK

Email print-ready artwork to Diana.DeJonge@MilesPartnership.com

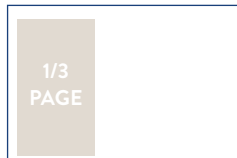
Materials Due: September 24, 2020

HALF PAGE



Vertical
w: 4.5" x h: 7.1275"

ONE THIRD PAGE



Vertical
w: 2.8125" x h: 7.125"

QUARTER PAGE



Horizontal
w: 4.5" x h: 3.5"

DO NOT INCLUDE BLEED OR PRINT MARKS

FULL PAGE

Horizontal

AD SIZE TO SUBMIT:
w: 11" x h: 8.375"
includes .125" bleed on all sides

LIVE AREA:
w: 9.75" x h: 7.125"
.5" on all sides

TRIM:
w: 10.75" x h: 8.125"

**INCLUDE BLEED
DO NOT INCLUDE
PRINT MARKS**



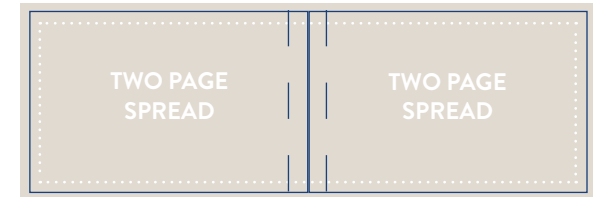
TWO PAGE SPREAD

AD SIZE TO SUBMIT:
w: 21.75" x h: 8.375"
includes .125" bleed on all sides

LIVE AREA:
w: 20.5" x h: 7.125"
.5" on all sides

TRIM:
w: 21.5" x h: 8.125"

GUTTER: allow 1" gutter space
**INCLUDE BLEED
DO NOT INCLUDE PRINT MARKS**



FEATURED PHOTO LISTING

1 PHOTO:
w: 1.415" x h: 0.75"

CONTACT INFO:
Business Name, Address,
Phone Number, Website

DESCRIPTION:
25 words
highlighting your listing



Delivery of the 2021 South Carolina Vacation Guide: January 15, 2021



Sales Contact: Carly Stedman Norosky, Travel Media Sales & Marketing Executive | 202-681-8169 | Carly.Stedman@MilesPartnership.com
Production Contact: Diana DeJonge, Advertising & Data Manager | 303-867-8290 | Diana.DeJonge@MilesPartnership.com

