

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**

DISPLAY ADS IMPORTANT DATES

Email materials to Ivan.Sanchez@MilesPartnership.com

Display Ad Materials Due: September 8, 2022

Delivery of the 2023 South Carolina Vacation Guide: January 18, 2023

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

TRIM:
w: 10.75" x h: 8.125"

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

**INCLUDE BLEED
DO NOT INCLUDE
PRINT MARKS**

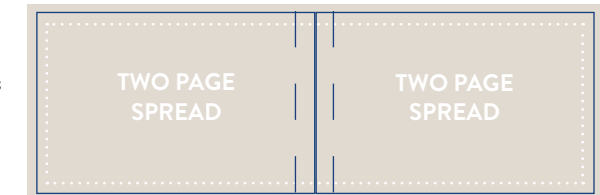


TWO PAGE SPREAD

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

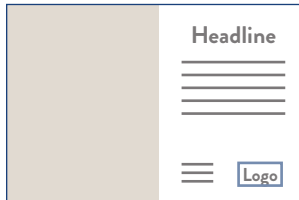
TRIM:
w: 21.5" x h: 8.125"



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

SOUTH CAROLINA OFFICIAL VACATION GUIDE SPECS

FORMATTED ADVERTISING



FULL PAGE FORMATTED

Photography:

- JPG or TIF, high resolution (300 dpi)
- 1 image vertical w: 6"x h: 8.5"
- OR 2 horizontal images w: 6"x h: 4.25"

Logo:

- EPS or high resolution (300 dpi) JPG or TIF
- 1 inch tall

Headline: 25 characters

Sub header: (optional): 25 characters

Body copy: 1100 characters

Contact: Business Name/URL/Phone number



HALF PAGE FORMATTED

Photography:

- JPG or TIF, high resolution (300 dpi)
- 1 image vertical w: 4.5"x h: 5"
- OR 1 horizontal image w: 4.5"x h: 3.25"

Logo:

- EPS or high resolution (300 dpi) JPG or TIF
- 1 inch tall

Headline: 25 characters

Sub header: (optional): 25 characters

Body copy: 240 characters

Contact: Business Name/URL/Phone number



QUARTER PAGE FORMATTED

Photography:

- JPG or TIF files, high resolution (300 dpi)
- 1 image vertical w: 2.25"x h: 3.5"

Logo:

- EPS or high resolution (300 dpi) JPG or TIF
- 1 inch tall

Headline: 15 characters

Body copy: 140 characters

Contact: Business Name/URL/Phone number

SPONSORED CONTENT



SPONSORED CONTENT

- Limited to 3 pages per region
- Includes 5 featured locations
- Each feature includes:

Photo:

- JPG or TIF, high resolution (300 dpi)
- 1 image w:2.75"x h: 2.75"

Copy:

- Business Name
- Description 25 words
- Phone Number
- Website

More Information:

- Name of CVB/DMO
- Phone Number
- Website

FORMATTED ADS IMPORTANT DATES

Email materials to Ivan.Sanchez@MilesPartnership.com

Formatted Ad Materials Due: September 1, 2022

Delivery of the 2023 South Carolina Vacation Guide: January 18, 2023

SPONSORED CONTENT IMPORTANT DATES

Email materials to
Ivan.Sanchez@MilesPartnership.com

Sponsored Content Ad Materials Due:
August 26, 2022

Sponsored Content Approval Due:
September 1, 2022



Sales Contact: Carly Stedman Norosky, *Travel Media Sales & Marketing Executive* | 202-681-8169 | Carly.Stedman@MilesPartnership.com
Production Contact: Ivan Sanchez, *Advertising & Data Manager* | 541-207-4601 | Ivan.Sanchez@MilesPartnership.com

