

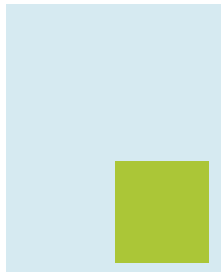


South Carolina LOWCOUNTRY AND RESORT ISLANDS

The Official Vacation Guide of South Carolina Lowcountry
Tourism Commission

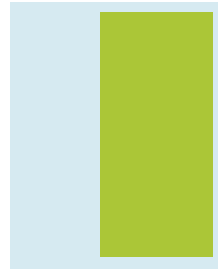


AD SPECIFICATIONS



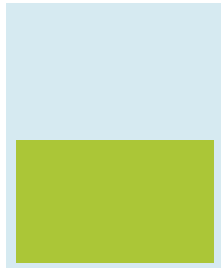
Fourth Page, Square

2.125" x
3.6875"



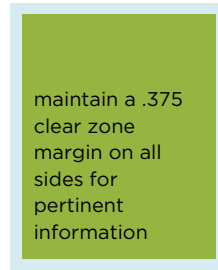
Half Page, Vertical

2.125" x 7.5"



Half Page, Horizontal

4.375" x
3.6875"



Full Page

5.25" x
8.375"

plus .125" bleed
on all sides.

maintain a .375
clear zone
margin on all
sides for
pertinent
information

All dimensions listed are in inches,
width then height.

File Type:

- PDF/X-1a is the accepted format. *PDF must pass preflight inspection.
- We DO NOT accept Pagemaker, Corel Draw, Canva or Publisher files.

File Specs:

- All digital images must be CMYK and at least 300 dpi at 100%. Bitmapped images must be 600 dpi at 100%.
- Images intended to be faintly visible must comprise of at least 6% of each color.
- DO NOT use spot colors in either graphic or ad files.
- All fonts must be embedded.
- DO NOT include crop marks on PDFs.
- Our printers recommend using a one-color Black for QR codes.

Enhanced Listings:

Logo files should be supplied as .png or .tff with a transparent background.

File Submission:

Please send all ad files to the Materials Coordinator via email or Dropbox link.

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