

MECHANICAL REQUIREMENTS

GENERAL MECHANICAL REQUIREMENTS

- Publication Trim Size: Magazine trims to 8-1/4" x 10-7/8". Bleed size is 8-1/2" x 11-1/8". Keep live matter at least 1/2" from trim.
- Perfect alignment of type or design across gutter of a spread cannot be guaranteed. Allow 1/2" safety at gutter of spreads. Publisher reserves the right to charge for all costs incurred in preparing the material submitted that does not meet mechanical specifications.

ADS PRODUCED BY MEDIA SERVICES (IN-HOUSE DESIGNS)

If we are designing your ad, you must provide the following materials:

- All text you want on the ad supplied on disc or emailed.
- Photographs, transparencies or slides for scanning.
- A clean black & white logo to scan or digital file of the logo saved as an EPS.
- CMYK, 300 dpi (high resolution), TIFF or EPS digital images.

- **WE DO NOT ACCEPT the following files:** Microsoft Word, Publisher, or any images off the Internet.

SPECIFICATIONS FOR DIGITAL ADS

- CMYK, high resolution, all fonts embedded Acrobat PDF, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, and Quark 4.1 files. We cannot except Quark 5.0 or 6.0 files.
- If an accurate color proof (matchprint) is not provided, Media Services will not be responsible for the reproduction.
- We only can accept MACINTOSH screen and printer fonts. PC fonts are not compatible or accepted.
- All resource files placed in the ad (collected for output).
- Adobe Photoshop color images must be CMYK, 300 dpi, TIFF or EPS (DCS off).
- Adobe Photoshop bitmap images must be saved at 1200 dpi.
- Adobe Illustrator images must be CMYK with no spot colors and have all fonts

converted to outlines. Please include all linked images.

SHIPMENT OF MATERIALS

- Transfer to Media Service's FTP or supply on a MACINTOSH formatted CD. The ad's fonts & resources must be put in a folder and STUFFED or ZIPPED before FTPing to prevent file corruption. (Note: Disks are returned only upon direct request within six months.)
- Email to Dana Coleman at Ads@SouthCarolinaHomes.net if the ad is less than 5MB. The ad & resources must be put in a folder and STUFFED or ZIPPED before emailing to prevent file corruption.
- Materials should be securely packaged and thoroughly protected to prevent any possible scratching, puncture or folding. Ship materials to:
Media Services, Inc.
Attn: Dana Coleman
1013 Chuck Dawley Blvd.
Mt. Pleasant, SC 29464
(843) 881-1481



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