

Send materials or direct questions about specifications to mligon@art4money.com.

The Columbia Notebook

WHAT WOMEN WANT

ELECTRONIC AD SPECIFICATIONS

The Columbia Notebook is produced in QuarkXpress 6.1 on a MacBook Pro computer. The magazine is printed in 4-color (CMYK) process. **Thank you for advertising with us!**

When providing your ad as a pdf:

1. All images must be converted to CMYK before creating the pdf.
2. Resolution must be 300 dpi.
3. Set the document size the same as the paper size and **be sure your ad is sized correctly.**
If you provide a pdf that is incorrectly sized, you will forfeit your 10% discount.
See measurements below if you are uncertain of the size.
4. Email pdfs to mligon@art4money.com or alternatively, mligon@crescendoadv.com.
If you'd prefer, you may provide a CD with your ad on it (and please, no 3.5" discs). Give it to your account representative or mail to: Melissa Ligon, 412 Florida St., Columbia SC 29201.
5. We can also accept flattened .tif and .eps files, but absolutely no word documents.
6. No native files will be accepted unless cleared first with Melissa at mligon@art4money.com.

When providing materials for *The Columbia Notebook* to create an ad for you:

1. Make sure you give your account rep the exact street address, phone number, email address and directional information that you want included in your ad.
2. All provided images must be at least 300 dpi and CMYK. Acceptable formats include: .tif, .jpg, or .eps.
3. DO NOT pull images, photos or logos off of a website or ask us to do so. Images on the web are a much lower resolution than is needed for printing and will look blurry and pixelated, compromising the integrity of the publication.
4. One exception to #3 above is if you as a business owner have access to corporate images that can be downloaded specifically for print advertising. We would prefer to have you download these images and email to us, but if you need for us to do it, we will need exact instructions for accessing these files, including passwords and site information.
5. Let your account rep know if there are specific details you want included in your ad.
For example: *Are you offering a discount if people mention the ad?*
Do you have a product or service that you would like to focus on in the ad? Any special promotions?
This helps us provide you with an ad that you can be proud of—one that will work for you.
6. Your account rep will provide you with a proof of your ad to approve before printing. This can be done via email or as a printout, if needed. Be sure your rep has your correct email address.

Ad sizes:

Full Page Vertical	5.5" x 8.5
Half Page Horizontal	5.5" x 4.187"
Third Page Horizontal	5.5" x 2.75"
Quarter Page Vertical	2.687" x 4.187"
Directory	1.672" x 1.897"

Note: All ads are full color. Directory ads consist of your company logo and 4 lines of locator type—address, phone number and website/email information.

