Welcome Guide

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To Reserve Your Space

Contact:

803-291-0388

marketing@tspubs.com



ADVERTISING RATES

Full Page	\$1,795
Half Page	\$1,295
Quarter Page	\$895
Eighth Page	\$495

PREMIUM POSITIONS

Back Page	\$2,995
Inside Front Cover	\$2,295
Inside Back Cover	\$2,295
Pages 3-7	\$1,995
2 Page Center Spread	\$2,795

Introduce your business to NEW MOVERS!

- They are new to your neighborhood!
- They have money to spend!
- They need your business!

Build long lasting relationships and gain loyal customers right from the very beginning!

ADVERTISING SPECIFICATIONS

Camera Ready Ad Specs

Using one of the following software programs:

- Adobe Illustrator CS Photoshop CS
 We can use the following software applications:
- Adobe Acrobat * PDFs should be system ready
- Adobe InDesign CS
 Adobe Illustrator CS
- Adobe Photoshop CS

Fonts

Fonts must be included on the disk as:

- Postscript Level 1 or 2.
- Some programs allow fonts to be rendered as art or paths and should be done so if using true-type fonts.

Art & Files

- Colors must be converted to CMYK.
- No rich black text.
- Rich black fills 100% black/40% cyan
- Any art used in the ad must be included on the disk as a TIFF or EPS file.
- PDF files (high resolution) can be submitted, but please keep in mind that we cannot change these files if needed.
- When generating PDFs, the Compression setting should have no boxes selected and in the Advanced section, select Distill with prologue.ps/epilogue.ps. Also select Device Independent (More Accurate) for Color Conversion.
- Files must be submitted with a resolution of 300 dpi for color and grayscale images.
- A resolution of 1200 dpi must be used for lineart images.
- Art obtained from a website is usually 72 dpi and should not be submitted unless it is a least 300 dpi and of good quality.
- Taking a 2 x 2 inch image of 72 dpi and then increasing the image to 300 dpi is not acceptable.
- Digital cameras usually offer low resolution files that appear grainy and should not be submitted.
- Art should be the size needed for the ad or larger. When small files are enlarged they degrade in quality and should not be submitted.

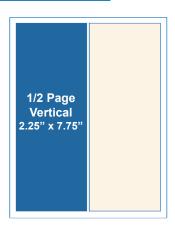
Advertising Dimensions

Full Page

w/ Bleed
5.75" x 8.75"

Full Page

no Bleed
4.75" x 7.75"



1/4 Page Vertical 2.25" X 3.75" 1/2 Page Horizontal 4.75" x 3.75" 1/8 Page 2.25" x 1.75" 1/4 Page Horizontal 4.75" x 1.75"

