

Welcome Guide

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To Reserve Your Space

Contact:

803-291-0388

marketing@tspubs.com



Your Custom Publishing Partner
A Daily Herald Media Group Company
EMPLOYEE-OWNED

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

