

## a lowcountry home magazine

**From House to HOME™** is a national home-oriented, high-quality, magazine that will publish six times a year in the Lowcountry area. This lovely magazine will be directly delivered to the most upscale neighborhoods that Beaufort, Okatie, Bluffton and Hilton Head Island have to offer. And the magazines will only be delivered to occupied homes, not mailed to rarely used second homes or vacation rentals.

**From House to HOME™** goes directly into the homes of more than 14,500 affluent subscribers of The Island Packet and The Beaufort Gazette. These include households in the following zip codes: 29926, 29928, 29910, 29909, 29902, 29906, 29907, 29920, 29940, 29941 and others.

**From House to HOME™** is a full color magazine with a trim size of 8 1/8" x 10 3/4", printed on high-quality, bright white 70lb. coated stock.



### advertising rates

Rates are based on a one year contract and include full color. Each edition is billed over a two month period.

Sizes	cost per edition
<b>2 Page Bleed</b> 16.5" x 11" (includes .125" bleed, facing pages) 15.25" x 9.5625" live area	<b>\$2,273</b>
<b>1 Page Bleed</b> 8.375" x 11" (includes .125" bleed) 7.125" x 9.5625" live area	<b>\$1,337</b>
<b>2/3 Page Vertical</b> 4.6875" x 9.5625"	<b>\$976</b>
<b>1/2 Page</b> (V) 4.6875" x 7.125" (H) 7.125" x 4.6875"	<b>\$762</b>
<b>1/3 Page</b> (V) 2.25" x 9.5625" (S) 4.6875" x 4.6875"	<b>\$535</b>
<b>1/6 Page</b> (V) 2.25" x 4.6875" (H) 4.6875" x 2.25"	<b>\$321</b>

### premium positions

Rates are based on a one year contract and include full color. Each edition is billed over a two month period.

position	cost per edition
<b>back cover</b>	<b>\$1,939</b>
<b>inside front cover</b>	<b>\$1,778</b>
<b>inside back cover</b>	<b>\$1,778</b>
<b>page 3</b>	<b>\$1,778</b>
<b>puzzle adjacency</b>	<b>\$1,778</b>

### online advertising rates

each online ad is billed over a two month period

position	cost
<b>front page button sponsor</b> one sponsor on both web sites	<b>\$900</b>
<b>big box ads</b> two rotating advertisers for each web site	<b>\$400</b>
<b>Christopher Lowell Column Sponsor</b> one for each web site	<b>\$400</b>

#### Aug/Sept 2008 edition

*Furniture Forward*

Deadline: June 9, 2008

Publication date: July 23, 2008

#### Oct/Nov 2008 edition

*Kitchen Central*

Deadline: July 31, 2008

Publication date: Sept. 17, 2008

#### Dec 08/Jan 09 edition

*Home for the Holidays*

Deadline: Oct. 6, 2008

Publication date: Nov. 19, 2008

#### Feb/Mar 2009 edition

*TBA*

Deadline: Dec 10, 2008

Publication date: January 21, 2009

Rates effective March 31, 2008.

Hilton Head Island • Bluffton

## THE ISLAND PACKET

islandpacket.com

## The Beaufort Gazette

beaufortgazette.com

The Island Packet • P.O. Box 5727 • Hilton Head Island, SC • 29938 • Phone: 843.706.8100 • Fax: 843.706.5050 • www.islandpacket.com

The Beaufort Gazette • P.O. Box 399 • Beaufort, SC • 29901 • Phone: 843.524.3183 • Fax: 843.706.5050 • www.beaufortgazette.com

## ad specification sheet

The Island Packet and The Beaufort Gazette use only the Macintosh platform and the pages are paginated (pages are totally electronic). We prefer to receive camera ready ads via downloading options as PDF.

**Software** for ads supplied on disk: Macintosh Only. InDesign 2.0/cs, Adobe Acrobat 5.0, PhotoShop CS, Illustrator CS, QuarkXPress 4.11 and Freehand 5.5. InDesign 2.0/cs document or Adobe Acrobat PDF (using Packet JobOptions) preferred. We do not recommend building ads in PhotoShop. We cannot output any PC formatted documents or use any PC formatted software except InDesign 2.0/cs, QuarkXPress, PhotoShop and Acrobat versions which will interchange between Macintosh and PC.

### Photography/Artwork:

- All ads submitted must be accompanied by any photos, artwork and typeface that is used within the ad.
- Document size should be exactly the same as ad size.
- Scan pictures/art at 300 dpi. Scan logos that are to be bitmapped at 300-600 dpi.  
Save as a TIFF. CMYK if color!
- Scans should be the size to be used in ad so that the file size is as small as possible!
- If photos or artwork need to be scanned by The Island Packet or The Beaufort Gazette, they should be:
  - 1) slides or negatives (color and B/W). Sizes: 35mm to 8" x 10".
  - 2) reflective art (prints) no larger than 8" x 12".
- Limit background screen to 10% gray for black type.
- No small type (minimum 14pt) reversed in a color background.
- Pages printed black & white or color at 150 line screen, 2400 dpi resolution, right read, emulsion down.

**Fonts:** The Island Packet and The Beaufort Gazette use the Adobe Type Library. It is best to send your fonts or a PDF (Portable Document File). PDF's are created with Adobe Acrobat Distiller and Packet JobOptions which will include the fonts and the artwork within the document. (See PDF Packet JobOptions below.) If we do not own the fonts, we will load the fonts, create a PDF and then delete the fonts. The fonts we do not own must be removed from our system in accordance with Federal Copyright Law.

Please note that there is a problem created in Quark with some fonts (not TrueType fonts) if you try to "bold or italicize" the font with the measurement tool or the keyboard. Please go to the font menu and select the bold or italic version of that particular font; otherwise, our printers may not print the font correctly.

**Colors:** The Pantone (PMS) number is the best color reference you can give the production department. All COLOR should be setup as CMYK process (not spot).

### Downloading: Floppies, Zips, CDs, E-mail, Internet and AdSend.

**E-mail Ads Address:** [ads@islandpacket.com](mailto:ads@islandpacket.com) or [ipclassads@islandpacket.com](mailto:ipclassads@islandpacket.com) or [advertise@beaufortgazette.com](mailto:advertise@beaufortgazette.com)

Requirements: Adobe Acrobat PDF preferred using our Job Options. Other approved software should be stuffed with Aladdin Systems Self Extracting Archive (SEA). If E-mail attachment is over 2 or 3 megabytes it should be broken down into 2 or 3 separate E-mails. Please indicate advertiser name, run date & sales representative.

**PDF Job Options:** General = Compatibility - Acrobat 4.0 (PDF 1.3), Resolution = 2400. Compression = Quality Medium - Color Images = 300 to 450 dpi, Grayscale Images 300 to 450 dpi, Monochrome Images 1200 to 1800 dpi, Compress Text and Line Art. Fonts = Embed All Fonts, Subset = 100%. Color (note all colors spot and process must be CMYK process) = Color Management OFF, Preserve Overprint Settings and Transfer Functions. Advanced = Preserve Level 2 copypage Semantics, Illustrator Overprint Mode, Process DSC Comments, Preserve EPS Information from DSC and Preserve Document Information from DSC. Turn Registration OFF (NO Crop Marks).