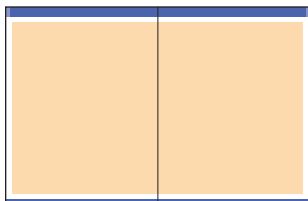


# MYRTLE BEACH AREA CONVENTION & VISITORS BUREAU PUBLICATIONS

## DIGITAL ADVERTISING REQUIREMENTS

### THE OFFICIAL MYRTLE BEACH AREA VACATION GUIDE™

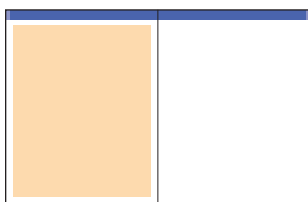
(formerly STAY & PLAY®)



#### 2-PAGE SPREAD

Live/Non-Bleed:  
15.25" x 9"

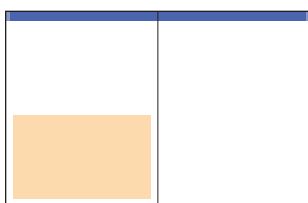
Millimeter:  
387.4 x 228.6



#### FULL PAGE

Live/Non-Bleed:  
7.25" x 9"

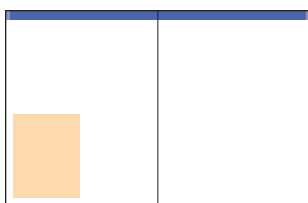
Millimeter:  
184.2 x 228.6



#### 1/2 PAGE (Horizontal)

Live/Non-Bleed:  
7.25" x 4.375"

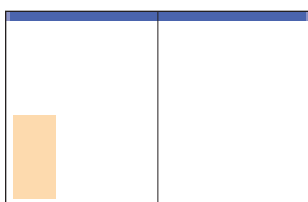
Millimeter:  
184.2 x 114.3



#### 1/4 PAGE (Vertical)

Live/Non-Bleed:  
3.5" x 4.375"

Millimeter:  
88.9 x 111.3



#### 1/6 PAGE (Vertical)

Live/Non-Bleed:  
2.25" x 4.375"

Millimeter:  
57.2 x 111.3

**SHIP MATERIALS PRE-PAID TO:**  
Myrtle Beach Area Vacation Guides 2009  
Attn: Production Manager,  
1301 Carolina Street, Greensboro, NC 27401

**DIGITAL MEDIA DELIVERY:** Macintosh-formatted CD or DVD with a contract proof. Provide a color laser at 100% scale if a contract proof is not supplied. Media will not be returned.

**SOFTWARE SUPPORTED:** Macintosh Platform, QuarkXPress, Adobe InDesign, Adobe Illustrator, Adobe PhotoShop and Adobe Acrobat.

**PREFERRED FILES:** Furnish native-format files, include all screen and printer fonts, and high resolution images as EPS or TIFF files. Use Postscript fonts only. Truetype fonts are NOT acceptable. Convert all spot and PMS colors to CMYK. Images must be CMYK, of adequate resolution (300 dpi) to produce a 150 line screen, and have a maximum density of 280. Use imported, high-resolution images at actual (100%) size. Enlarging images will reduce their resolution, possibly rendering the image unacceptable. We also accept high-resolution PDF files.

**CONTRACT PROOFS:** Only Direct Digital Halftone Proofs are acceptable for matching on press. Examples are Kodak Approval, Matchprint Digital, and Presstek. Standard GATF or SWOP color bars are to be included on the proof.

NOTE: The MBACVB will endeavor to reproduce member ads in the same color and clarity of the color proof. However, the MBACVB does not guarantee an exact color match between the published ad and the color proof supplied by the advertiser/ad agency. Minimum charge for publisher to correct a problem file is \$250.

For spread ads, perfect alignment of type or design across gutter of two facing pages cannot be guaranteed. Allow at least 0.25" safety at gutter of each page for design and type running across gutter.

#### **DEADLINE FOR MATERIALS: OCTOBER 1, 2008 BY 2:00 P.M.**

If the finished ad is not submitted by October 1, 2008, a 10% late ad fee will be added to the space cost. If an ad is not received by October 15, 2008, the advertiser forfeits all payments and the ad space.

#### SALES INQUIRIES

**Johanna Hodge** / Marketing Production Manager  
Tel: 843.916.7236 / Johanna.Hodge@VisitMyrtleBeach.com

#### AD MATERIAL INQUIRIES/ FTP SITE INSTRUCTIONS

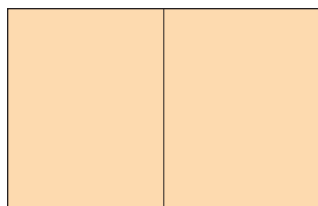
**Darren Kunar** / Production Director  
Tel: 336.383.5442 / darren.kunar@paceco.com

# MYRTLE BEACH AREA CONVENTION & VISITORS BUREAU PUBLICATIONS

## DIGITAL ADVERTISING REQUIREMENTS

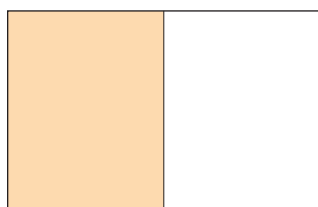
### THE OFFICIAL MYRTLE BEACH AREA VISITORS GUIDE™

#### HARDCOVER IN-ROOM



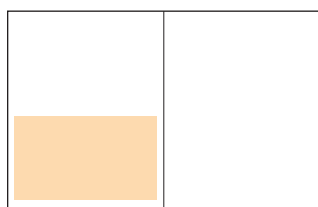
##### 2-PAGE SPREAD

Trim:  
16.75" x 10.875"  
Millimeter: 425.5 x 276.2  
Live/Non-Bleed:  
16" x 9.25"  
Millimeter: 406.4 x 235



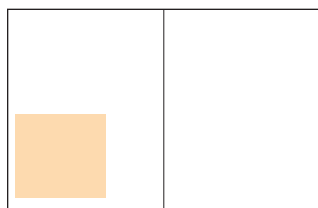
##### FULL PAGE

Trim:  
8.375" x 10.875"  
Millimeter: 212.7 x 276.2  
Live/Non-Bleed:  
7.625" x 9.25"  
Millimeter: 193.68 x 235



##### 1/2 PAGE (Horizontal)

Live/Non-Bleed:  
7.625" x 4.5"  
Millimeter:  
193.7 x 114.3



##### 1/3 PAGE (Square)

Live/Non-Bleed:  
4.875" x 4.5"  
Millimeter:  
123.8 x 114.3



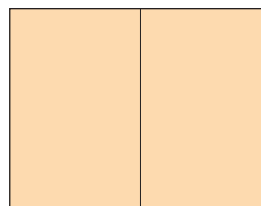
##### 1/3 PAGE (Vertical)

Live/Non-Bleed:  
2.375" x 9.25"  
Millimeter:  
60.3 x 235

For bleed ads, create page layout document to trim size, then pull 0.125" bleed on all four sides.

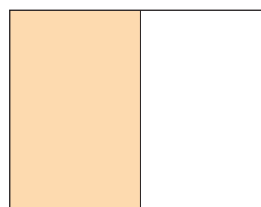
Note: Properties submitting a full or 2 page spread for the inside cover of the Official MBACVB Visitors Guide Hardcover In-Room book, please follow ad specifications above.

#### SOFTCOVER DIGEST



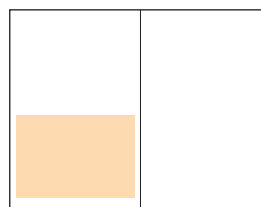
##### 2-PAGE SPREAD

Trim:  
10.75" x 8.25"  
Millimeter: 273.1 x 209.6  
Live/Non-Bleed:  
10.25" x 7.125"  
Millimeter: 260.4 x 181



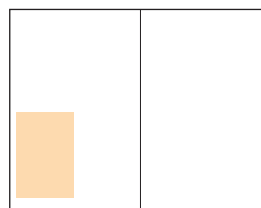
##### FULL PAGE

Trim:  
5.375" x 8.25"  
Millimeter: 136.5 x 209.6  
Live/Non-Bleed:  
4.875" x 7.125"  
Millimeter: 123.8 x 181



##### 1/2 PAGE (Horizontal)

Live/Non-Bleed:  
4.875" x 3.5"  
Millimeter:  
123.8 x 88.9



##### 1/4 PAGE (Vertical)

Live/Non-Bleed:  
2.375" x 3.5"  
Millimeter:  
60.3 x 88.9

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