

Lowcountry parent

Charleston's No. 1 Parenting Resource

2011 Media Kit



2011 Advertising & Production Specifications

Full Page Glossy Cover Advertisements

	WIDTH	DEPTH
Live image area	7.75	9.532
Trim size	9	10.75
Bleed size	10	11.5

NOTE: For Display ads, please keep all live matter within the ad dimensions below.

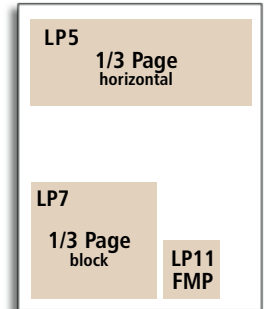
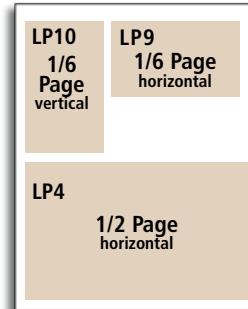
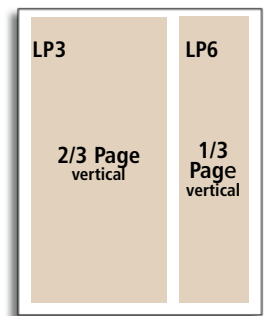
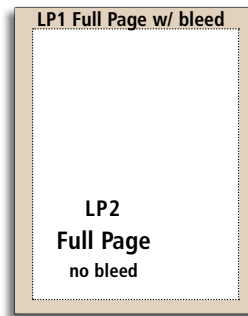
Display Advertisement Size

UNIT	WIDTH	DEPTH
Full Page	7.75	9.16
2/3 Page Vertical	5.09	9.16
1/2 Page Horizontal	7.75	4.45
1/3 Page Vertical	2.45	9.16
1/3 Page Horizontal	7.75	2.916
1/3 Page Block	5.09	4.5
1/6 Page Vertical	2.45	4.5
1/6 Page Horizontal	5.09	2.25
Family Marketplace (FMP)	2.45	2.194

All ad materials are due at advertising deadline.

LP1: Full Page
(Inside Front,
Inside Back or
Back Cover w/
bleed)

LP2: Full Page
(no bleed)



CIRCULATION & DISTRIBUTION:

Footprint

Lowcountry Parent is published monthly in the counties of Charleston, Berkeley and Dorchester.

Distribution

Each month 42,000 copies of Lowcountry Parent are currently distributed to more than 275 area locations. Teachers at more than 55 schools are given copies to send home to the family of each student. This comprehensive distribution network has been carefully developed to include locations moms and dads visit regularly – making it easy for them to pick up and enjoy a copy of their favorite and free local family publication. **LCP's readership reaches more than 105,000 per issue.**

Online Presence

Lowcountry Parent has a comprehensive online presence geared to reach our readership on an even larger scale.



lowcountryparent.com



facebook.com/lowcountry.parent



twitter.com/LParentmag

Grow Your Business!

Advertise in



ADVERTISING STAFF

DOUG KIFER, Advertising Sales Manager
843-958-7394 | dkifer@postandcourier.com

JODI HARTER, Advertising Sales Representative
Mt. Pleasant, James Island
843-958-7391 | jharter@postandcourier.com

JANE A. REDDEN, Advertising Sales Representative
North area, Downtown
843-958-7395 | jredden@postandcourier.com

Lowcountry Parent is a publication of Evening Post Publishing.
134 Columbus Street, Charleston, SC 29403-4800

Every month our magazine features a wide variety of resource information that is valuable to area families



- * News, products and recalls
- * The most comprehensive calendar of activities for children and families
- * Child safety
- * Health tips
- * Successful parenting tips
- * Variety of columns appealing to parents
- ... and many other tips to make parents' lives easier!

2011 Advertising Rate Schedule

code: XLOP

AD SIZE	BLACK & WHITE RATES PER MONTH			
DISPLAY POSITIONS (Black & White)	12X	6X	3X	SPECIAL EVENT
Full Page	\$925	\$1,035	\$1,155	\$1,300
2/3 Page Vertical	\$745	\$850	\$935	\$1,100
1/2 Page Horizontal	\$575	\$645	\$725	\$890
1/3 Page	\$385	\$425	\$485	\$560
1/6 Page	\$250	\$275	\$300	\$330
Family Marketplace* (Full Color)	\$110	\$140	N/A	N/A

*Family Marketplace ads include logo and general business information only. No special fonts, borders or art design allowed. Ad may include one piece of artwork.

PREMIUM POSITIONSCONTRACT RATES

Back Cover	\$1,400
Inside Front Cover.....	\$1,200
Inside Back Cover.....	\$1,100

COLOR RATES (PER MONTH)

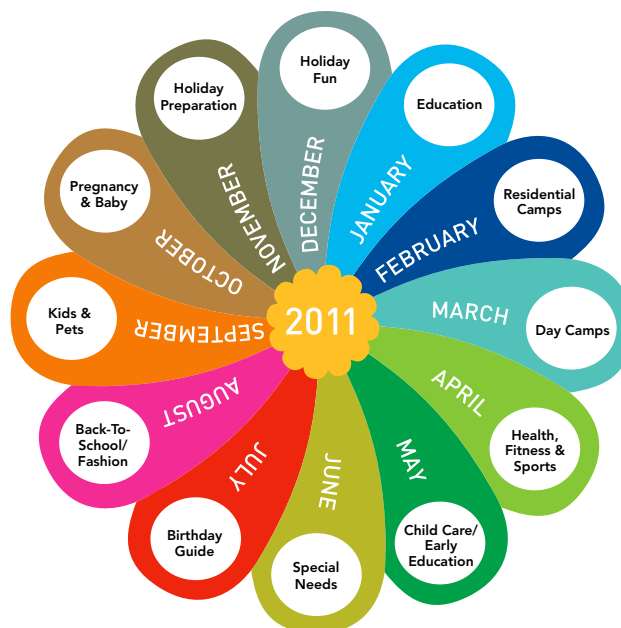
12x Contract..... Add \$100 to the display rates above
 6x Contract..... Add \$175 to the display rates above
 3x Contract..... Add \$275 to the display rates above
 Special Event Rate..... Add \$375 to the display rates above

2011 ADVERTISING SPACE AND MATERIALS DEADLINES

ISSUE	Glossy cover ads DEADLINE	Display ads DEADLINE	PUB DATE
JANUARY	Tues., Dec. 7	Tues., Dec. 14	Dec. 30
FEBRUARY	Tues., Jan. 4	Tues., Jan. 11	Jan. 27
MARCH	Tues., Feb. 1	Tues., Feb. 8	Feb. 24
APRIL	Tues., March 8	Tues., March 15	March 31
MAY	Tues., April 5	Tues., April 12	April 28
JUNE	Tues., April 26	Tues., May 3	May 19
JULY	Tues., June 7	Tues., June 14	June 30
AUGUST	Tues., July 26	Tues., Aug. 2	Aug. 18
SEPTEMBER	Tues., Aug. 16	Mon., Aug. 22	Sept. 8
OCTOBER	Tues., Sept. 8	Tues., Sept. 13	Sept. 29
NOVEMBER	Tues., Oct. 4	Tues., Oct. 11	Oct. 27
DECEMBER	Tues., Nov. 8	Tues., Nov. 15	Nov. 30

Lowcountry Parent may revise its advertising rate schedule at any time upon 30 days written notice to Advertiser, and Advertiser may cancel this agreement at any time prior to the new rates becoming effective upon written notice to Lowcountry Parent with normal short-rating specifications.

2011 EDITORIAL CALENDAR



Digital Ad Submission Guidelines

Overview

If material is received in any format other than what is listed below, *Lowcountry Parent* cannot be held responsible for the reproduction of the advertisement.

The following is required when submitting an ad digitally:

- *Lowcountry Parent* prefers to receive ads in digital format.
- Files are processed on Macintosh computers.
- We accept: PDF, Illustrator, Photoshop, InDesign, and QuarkXpress files.
- Photos or artwork sent separately need to be a minimum of 200 DPI saved as a tiff, eps, or jpeg and 300 dpi for glossy cover ads.
- Document size should equal the finished ad size. Include a laser proof of your ad for reference.
- **We DO NOT accept ads in Microsoft Word, Publisher, PowerPoint or Excel.**

PDF

- Graphics embedded in a PDF should conform to the specifications of their native programs as outlined below. (See Photoshop and Illustrator)
- PC files are OK provided all fonts are embedded correctly.

QuarkXpress and InDesign

In addition to the document, we need the fonts and images. Use only Postscript Type 1 fonts and include the screen and printer files for each font. Images can be EPS or TIFF. Graphics placed in the Quark or InDesign file should conform to the specifications of their native programs as outlined below. (See Photoshop and Illustrator). PC files should be converted to PDF or we will have to substitute fonts.

Photoshop

- Flatten layers and size and crop images according to use in document.
- Line art - 1200 dpi
- Grayscale - 200 dpi
- Color - Inside Display Ads: 200 dpi, CMYK
Glossy Cover Ads: 300 dpi, CMYK

Illustrator

- Create outlines on all type. Document mode should be CMYK color. Art for black and white ads should be converted to grayscale. Color ads should be CMYK. No RGB or Pantone.

Fonts

Use Postscript Type 1 fonts or Open Type fonts. Include the screen and printer fonts for Type 1 fonts (Mac users only). TrueType fonts cannot be used. *Lowcountry Parent* reserves the right to substitute similar fonts if a font is not supplied or is unusable with the equipment at our site. Type smaller than 6 points may not print legibly.

Changes to PDF files

- Only limited corrections or modifications can be made to a PDF file. It is best for you to make the changes and submit a revised PDF.
- If you anticipate making changes, send us a QuarkXpress or InDesign file and we will substitute our fonts for your fonts.

Submitting Materials

Please submit all advertising materials to your *Lowcountry Parent* ad representative. Please label advertisements with the ad name and specific issue.

E-Mail

We can accept your ad via e-mail if it is smaller than 5 megabytes. Contact your Account Executive to place your order. E-mail the ad to adcom@postandcourier.com. The account name, *Lowcountry Parent* Account Executive, publication date and ad order number are required in the subject line. Please cc: your e-mail to your account executive.

FTP

Our FTP address is <ftp.postandcourier.com>. For information on using this site, call Debbie Powell at (843) 937-5690. This site is password protected and a login and password must be set up.

CONTRACT & COPY REGULATIONS: A. In case of default in payment by agency, advertiser guarantees payment to the publisher. B. Agency and advertiser agree that publisher is not liable for damages and related expenses (including legal fees) resulting in claims made by advertisements in the publication. C. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, strikes, fire, flood or any other cause beyond the publisher's control that may affect publication or distribution. D. Special position requests are subject to a 25% premium but may not always be granted. E. The contract year is 12 months from the date of the first insertion. Advertiser or agency agrees to pay short rate for incomplete contracts. F. Attempts to simulate the publication's editorial format must be approved by the publisher. Such copy must be set in a different type style from the editorial type. The publisher reserves the right to place the word "advertisement" with copy that the publisher feels resembles editorial. G. All advertising is subject to publisher's approval. The publisher reserves the right to reject advertising that is not in keeping with fair trade policies of the publication. H. The publisher is not bound by conditions, orders or instructions from the advertiser when such orders conflict with the publication's policies. I. No cancellations accepted after advertising space and materials deadline. J. All rates are net to *The Post and Courier*. K. Copyright 2011.

