

# Charleston GATEWAY

*Charleston's Premier Visitor Guide*

## DIGITAL REQUIREMENTS

- We accept Macintosh based Adobe InDesign files. Ads created in any other software must be in EPS, TIFF or PDF/X-1a format.
- Document size should be the ad size. Ads should be built to 100% of their actual size.
- High resolution images should be 300 dpi, 100% of actual size in ad.
- Color or reverse type smaller than 10 point should be avoided.
- All files should be in CMYK format. DCS files are not accepted.
- We require one digital color proof of the file and one black and white proof of the file with a disk directory and report listing all pictures and all fonts included with the file.
- File alteration and troubleshooting will be billed at the rate of \$75 per hour. Media accepted: Macintosh formatted CD or Zip disk.

## DEADLINES

April 2008..... February 20, 2008  
 July 2008..... May 19, 2008  
 October 2008..... August 20, 2008  
 January 2009..... November 19, 2008

## SPECIFICS

- **Production:** Free production and proofs are provided by Gateway Publications for use in *Charleston Gateway* only.
- Provided materials will be returned after printing is complete.
- **Errors:** Errors omitted in the proofing stage are the responsibility of the advertiser or the agency, not Gateway Publications.
- **Copy Acceptance:** Gateway Publications reserves the right to accept or reject any advertisement at its discretion.
- **Artwork & Photography:** All artwork and photography produced by Gateway Publications remains the sole property of Gateway Publications. A copyright usage fee must be paid to Gateway Publications for use of artwork or photography in any other publication.

## COMMISSIONS & PAYMENT TERMS

- **Commissions:** A commission of fifteen percent (15%) is allowed to recognized, licensed advertising agencies that provide the requested materials meeting Gateway Publications print specifications.
- **Discount:** A 5% discount is given for pre-payment in full with contract.
- **Deposit:** A non-refundable 10% deposit is required for all first time advertisers.
- **Payment Terms:** The contract price, less deposit, is invoiced monthly per issue. All invoices are due 30 days from receipt.

PLEASE READ ADVERTISING CONTRACT FOR LEGAL REQUIREMENTS.

