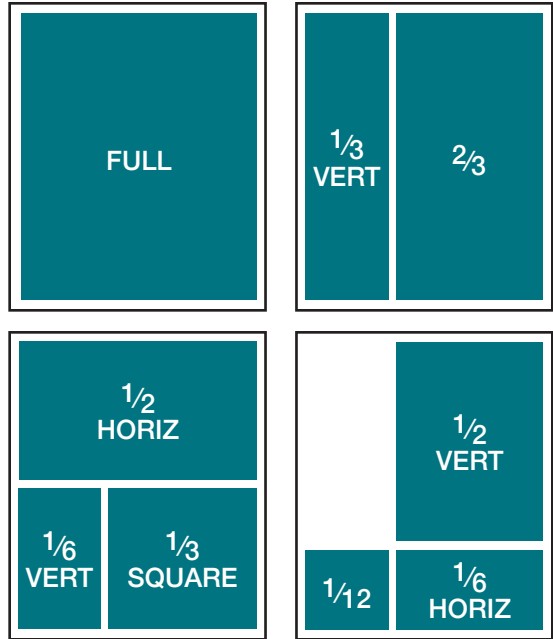


# On The Beach Magazine Ad Sizes

Space & Materials: March 31, 2017

AD SIZE	WIDTH	DEPTH
Two Page Spread . . .	15 1/4"	10"
Full Page. . . . .	7 1/2"	10"
2/3 Page. . . . .	4 5/8"	10"
1/2 Page (horiz.) . . .	7 1/2"	4 7/8"
1/2 Page (vert.) . . .	4 5/8"	7 1/2"
1/3 Page (vert.) . . .	2 1/4"	10"
1/3 Page. . . . .	4 5/8"	4 7/8"
1/6 Page (horiz.) . . .	4 5/8"	2 3/8"
1/6 Page (vert.) . . .	2 1/4"	4 7/8"
1/12 Page . . . . .	2 1/4"	2 3/8"

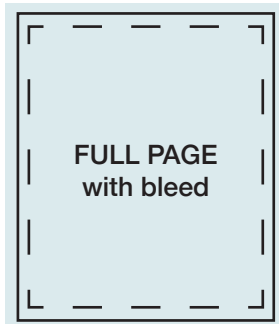
**TRIM SIZE:** 8 1/4" wide x 10 7/8" deep  
**BLEED ADS:** Add 1/8" to trim size on all bleed sides.



**Full Page** Bleed ads will be 8 1/2" wide x 11 1/8" deep - the shaded green area.

The outer edges will be trimmed to 8 1/4" wide x 10 7/8" deep - the solid black outline.

Keep copy and important picture elements 3/16" INSIDE the trim size on all sides - the dashed line.

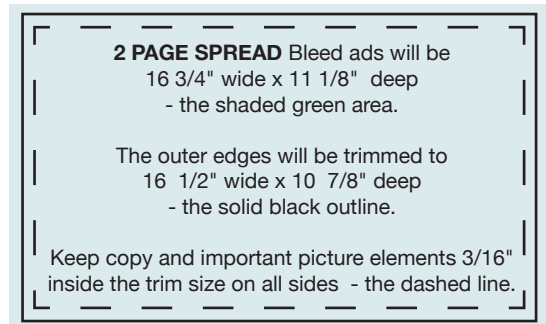


Full page ads that are sent at exactly the trim size will be stretched to create a bleed allowance. Any loss of sharpness is on you. ALLOW FOR THE BLEED!

**2 PAGE SPREAD** Bleed ads will be 16 3/4" wide x 11 1/8" deep - the shaded green area.

The outer edges will be trimmed to 16 1/2" wide x 10 7/8" deep - the solid black outline.

Keep copy and important picture elements 3/16" inside the trim size on all sides - the dashed line.



The center 1/2" of bleed spreads will be lost in the gutter. Consider adding a gap to headlines and art that must span the gutter.

## Data Requirements for Ads

Printing is four-color web offset. Colors are four standard balanced processed colors (CMYK). Reading and live matter on the full page ad should be 3/16" from gutter and trim edges. **Preferred materials are completed ads, including fonts, artwork, and logos, delivered by email or FTP. Macintosh compatible CDs are OK. PDF, EPS, and TIFF are all acceptable file formats. All images**

**should be 300 PPI, CMYK.** Ads will be produced for clients, providing all artwork and logos are supplied as digital files. Any work necessary to complete artwork or logos will be billed to the client on an hourly basis. You can use the free service provided by **WeTransfer.com** for sending large files or send us a link to a file in your Dropbox or Google Drive account. Contact us for FTP information.

### Publishers Conditions

**Errors:** Errors not found in proofing are the responsibility of the Advertiser or Agency.

**Copy Acceptance:** The Publisher reserves the right to adhere to its policies with respect to type of advertisers it will accept and to accept or reject any advertisement. Advertisements that resemble editorial may be marked "Advertisements" by the Publisher.

**Cancellations:** No advertisement may be cancelled after published space closing dates. Cancellation notice must be received in writing.

**Agency Commission:** 15% to recognized advertising agencies if payment is received within forty-five (45) days of invoice date. Commission offered for ads created to our specifications.

### Publisher:

**Himmelsbach Communications, Inc.**

PO Box 1463

North Myrtle Beach, SC 29598

1600 Hwy. 17S

North Myrtle Beach, SC 29582

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