

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.
- File alteration and troubleshooting will be billed at the rate of \$75 per hour. Files may be emailed or provided on CD.

DEADLINES

October 2009.....	August 19, 2009
January 2010.....	November 18, 2009
April 2010.....	February 24, 2010
July 2010	May 19, 2010
October 2010.....	August 18, 2010

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.

