

**For more complete information, contact:**

Meagan Yeilding  
*Coastal Living*  
 2100 Lakeshore Drive  
 Birmingham, AL 35209  
 Phone: 205-445-8852  
 Fax: 205-445-5937  
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## 1/6 page ad specifications (formatted)

- Real Estate Directory
- Travel Directory (special section—available only in Jan/Feb and May issues)

STATE HEADER • 9PT

**image area:  
2" w x 1.788" h**

TEXT HEADER FIRST LINE ALL CAPS  
 Its purpose is to illustrate and convey the general look and feel of the layout by showing the usage of the font, point size, and alignment. The text presented here is for placement only. Its purpose is to illustrate and convey the general look and feel of the layout.

**max. logo area:  
1.375" w x .5" h**

000-000-0000 • 7.5/8.5pt.L  
 www.advertiserwebsite.com

Ad shown at actual size (2.25" w x 4" h)

### Header and Text:

Text is always justified left and the first line is the only line that can be set in ALL CAPS. Advertiser must indicate if ALL CAPS are desired. Copy will be edited according to *Coastal Living* editing guidelines for consistency, therefore, only legitimately uppercase, bold, or underlined words will be left as is. Exceptions will be made only in such cases as in writing a formal name.

### REQUIRED MATERIAL:

- **Logo:** 4-color
- **Image:** 4-color
- **Copy:** Up to 45 words or 7 lines, whichever comes first.

#### Logo Requirements:

4-color digital format<sup>o</sup>.

Digital logo requirements:

- CYMK
- 300dpi
- Size: 1.375" w x .5" h or larger  
(Logo will **not** be set larger than allotted logo area or placed other than shown.)
- TIFF, EPS, and JPEG files accepted.
- Illustrator EPS files accepted with type converted to paths.

#### Image Requirements:

4-color slide/transparency or digital format<sup>o</sup>.

Digital image requirements:

- CMYK
- 300dpi
- Size: 2" w x 1.788" h or larger
- TIFF, EPS, and JPEG files accepted \*

#### Media Requirements:

- CD; 100 or 250 Zip Disk<sup>o</sup>

#### Additional Information:

■ Advertisers submitting new materials will receive a courtesy approval proof of their ad via e-mail or fax. In the case of a correction, the publisher must be informed as soon as possible, but no later than 24 hours after the fax or e-mail has been sent. Any changes requested after this period will be at the discretion of the publisher. Advertisers cannot resubmit new copy at the time of proofing.

■ If an advertiser chooses to pick up materials from a previous issue, any changes that are needed must be communicated in writing to the sales rep at the time the ad is placed/ordered. A proof for a pick up ad will only be sent if changes have been made.

■ Materials can be returned to the advertiser upon request if complete mailing instructions are provided.

■ An ad produced by *Coastal Living* cannot be used for reproduction in any other publication, except other Southern Progress Corporation properties.

■ Insertion orders must include detailed special instructions. For example, image pickups and image crops must be clearly indicated on insertion orders.

■ Color accuracy cannot be guaranteed without a color correct proof submitted with ad. For correct proof specifications, please refer to the *Coastal Living* General Rate Card available for download at [www.coastallivingmediakit.com](http://www.coastallivingmediakit.com).

■ **Please Note: All computer monitors are calibrated for color differently. Therefore, digital PDF proofs ARE NOT color accurate and DO NOT represent the final printed version. Coastal Living cannot guarantee color accuracy of ads approved via digital PDF proofs.**

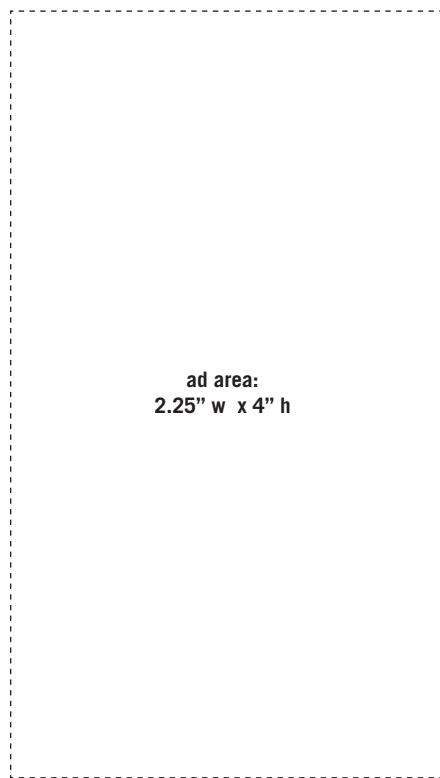
<sup>o</sup> Please label all materials. \* *Coastal Living* cannot be held responsible for the quality of image reproduction sent via e-mail or scanned from print.

■ Publisher reserves the right to alter advertiser's logo size so as to be consistent in appearance with other ads within the same section.

## 1/6 page ad specifications (advertiser-supplied)

- Travel Directory
- Real Estate Directory

STATE HEADER • 9PT



ad area:  
2.25" w x 4" h

Ad shown at actual size

### REQUIRED MATERIAL:

- 2.25" w x 4" h velox or digital formatted ad

### Digital ad Requirements:

- CMYK +
- 300dpi
- maximum size: 2.25" w x 4" h
- InDesign CS2 application files (include supporting files and fonts) accepted.
- TIFF, EPS, and JPEG accepted\*
- Adobe Illustrator application files or EPS files (with fonts converted to paths).
- High resolution PDF files are accepted.

### Media Requirements:

- CD; 100 or 250 Zip Disk<sup>0</sup> **NOTE: ADVERTISER-SUPPLIED ADS ARE NOT ACCEPTED VIA E-MAIL.**

### Proof Requirements: (ADS WILL NOT BE ACCEPTED WITHOUT A HARDCOPY PROOF).

To ensure color and design accuracy, a hardcopy proof MUST accompany any ad submitted. Proof may be submitted via fax. However, color accuracy of ad can not be guaranteed if proof is submitted via fax. Color will only be guaranteed on ads submitted with color accurate proofs. For a list of acceptable color accurate proofs, please call the representative listed or refer to the *Coastal Living* General Rate Card, available for download at [www.coastalmarketplace.com](http://www.coastalmarketplace.com) (located under the Media Kit section of the site).

### Additional Information:

- Ad area (2.25" w x 4" h) MUST be visually defined whether by border, background screen, etc. Any ads submitted otherwise will be placed within a .5pt ruled border.
- Advertisers WILL NOT receive an approval proof of their ad.
- Materials can be returned to the advertiser upon request if complete mailing instructions are provided.<sup>0</sup>
- An ad produced by *Coastal Living* cannot be used for reproduction in any other publication, except for other Southern Progress Corporation properties.

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## 1/4 page ad specifications (formatted)

- Real Estate Planner
- Travel Planner

STATE HEADER • 9PT

**image area:**  
3.125" w x 2" h

TEXT HEADER - FIRST LINE OPTIONAL ALL CAPS  
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**max. logo area:**  
2" w x .625" h

000-000-0000 • 7.5pt w/8.5pt L  
 www.advertiserwebsite.com

Ad shown at actual size (3.375"w x 4.25"h)

### Header and Text:

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### REQUIRED MATERIAL:

- **Logo:** 4-color
- **Image:** 4-color, horizontal
- **Copy:** Up to 50 words or 6 lines, whichever comes first.

#### Logo Requirements:

4-color digital format<sup>0</sup>.

Digital logo requirements:

- CMYK
- 300dpi
- Size: 2" w x .625" h or larger  
*(Logo will not be set larger than allotted logo area or placed other than shown.)*
- TIFF, EPS, and JPEG accepted.
- Illustrator EPS files accepted with type converted to paths.

#### Image Requirements:

4-color horizontal slide/transparency or digital format<sup>0</sup>.

Digital image requirements:

- CMYK
- 300dpi
- Size: 3.125" w x 2" h or larger
- TIFF, EPS, and JPEG accepted \*

#### Media Requirements:

- CD; 100 or 250 Zip Disk<sup>0</sup>

#### Additional Information:

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## 1/4 page ad specifications (advertiser-supplied)

- Travel Planner
- Real Estate Planner

STATE HEADER • 9PT

ad area:  
3.375" w x 4.25" h

Ad shown at actual size (3.375" w x 4.25" h)

### REQUIRED MATERIAL:

- 3.375" w x 4.25" h velox or digital formatted ad.

### Digital ad Requirements:

- CMYK +
- 300dpi
- maximum size: 3.375" w x 4.25" h
- InDesign CS2 application files (include supporting files and fonts) accepted.
- TIFF, EPS, and JPEG accepted\*
- Adobe Illustrator application files or EPS files (with fonts converted to paths).
- High resolution PDF files are accepted.

### Media Requirements:

- CD; 100 or 250 Zip Disk<sup>0</sup>

**NOTE: ADVERTISER-SUPPLIED ADS ARE NOT ACCEPTED VIA E-MAIL.**

### Proof Requirements: (ADS WILL NOT BE ACCEPTED WITHOUT A HARDCOPY PROOF).

To ensure color and design accuracy, a hardcopy proof MUST accompany any ad submitted. Proof may be submitted via fax. However, color accuracy of ad can not be guaranteed if proof is submitted via fax. Color will only be guaranteed on ads submitted with color accurate proofs. For a list of acceptable color accurate proofs, please call the representative listed or refer to the *Coastal Living* General Rate Card, available for download at [www.coastalmarketplace.com](http://www.coastalmarketplace.com) (located under the Media Kit section of the site).

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## 1/4 page ads

- Travel Planner
- Real Estate Planner

STATE HEADER • 9PT

image area:  
3.125" w x 2" h

TEXT HEADER - FIRST LINE OPTIONAL ALL CAPS

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max. logo area:  
2" w x .625" h

000-000-0000 • 7.5pt w/8.5pt L  
www.advertiserwebsite.com

Ad shown at actual size (3.375" w x 4.25" h)

### FORMATTED

Ad area: 3.375" w x 4.25" h

**Text:**  
50 words or 6 lines  
(whichever comes  
first).

**Image (4C):**  
Transparency or  
digital (300 dpi) at  
size shown above.

**Logo (4C):**  
Digital (300 dpi) at  
size shown above.

**Address line:**  
Up to 2 lines  
of copy.

STATE HEADER • 9PT

ad area:  
3.375" w x 4.25" h

Ad area shown at actual size (3.375" w x 4.25" h)

### ADVERTISER-SUPPLIED

Ad area: 3.375" w x 4.25" h

**Advertiser-Supplied:**

• CMYK • 300 dpi • maximum size: 3.375" w x 4.25" h • InDesign CS2 application files (include supporting files and fonts) accepted. • High resolution PDF, TIFF, EPS, and JPEG files accepted • Adobe Illustrator application files or EPS files (with fonts converted to paths).

## 1/6 page ads

- Travel Directory
- Real Estate Directory

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image area:  
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max. logo area:  
1.375" w x .5" h

000-000-0000 • 7.5/8.5pt.L  
www.advertiserwebsite.com

Ad shown at actual size (2.25"w x 4"h)

### FORMATTED

Ad area: 2.25"w x 4"h

**Text:**  
45 words or 7 lines  
(whichever comes  
first).

**Image (4C):**  
Transparency or  
digital (300 dpi) at  
size shown above.

**Logo (4C):**  
Digital (300 dpi) at  
size shown above.

**Address line:**  
Up to 2 lines  
of copy.

STATE HEADER • 9PT

ad area:  
2.25" w x 4" h

Ad shown at actual size (2.25"w x 4"h)

### ADVERTISER-SUPPLIED

Ad area: 2.25"w x 4"h

**Advertiser-Supplied:**  
• CMYK • 300 dpi • maximum size: 2.25"w x 4"h • InDesign CS2 application files (include supporting files and fonts) accepted. • High resolution PDF, TIFF, EPS, and JPEG files accepted • Adobe Illustrator application files or EPS files (with fonts converted to paths).