



# ADVERTISING ARTWORK SPECIFICATIONS

## Send Ads and electronic files to:

Midlands Printing, Inc.

P. O. Box 709 • Camden, SC 29021 ~ or ~

1117 Broad Street • Camden, SC 29020

Phone: 800-849-2237

Email: [terry@midlandsprintinginc.com](mailto:terry@midlandsprintinginc.com)

Please put "Carolina Cup" in subject line of artwork sent by email.

## Important Information:


- Please send camera-ready or digital art with correct dimensions to Midlands Printing, Inc., by **March 8, 2019**. CCRA reserves the right to edit and size ad space when necessary. Photocopies, raised print on business cards or poor quality laser prints are not camera ready.
- If you do not have camera-ready art, Midlands Printing will be pleased to provide you with a quote.

## Digital Artwork:


Line screen: 150 • DPI Resolution 300 • Black and white ads send in PDF format should be sent in grayscale with embedded fonts • Four-color ads should be separated as CMYK • High-resolution scans should be TIFF files • Provide all printer and screen fonts • Provide original artwork and a hard copy of ad for reference.

## Software Capabilities:


QuarkXpress 2017 • Illustrator CC 2018 • Photoshop CC 2018 • InDesign CC 2018 • Hi-Rez PDF files



**The finished size book is 4.25" x 9".  
Full Page B&W Ad: \$300  
3.5" x 8.25", no bleed image area**



**The finished size book is 4.25" x 9".  
Business Card B&W Ad: \$125  
3.5" x 2", no bleed image area**



**The finished size book is 4.25" x 9".  
Half Page B&W Ad: \$175  
3.5" x 4", no bleed image area**