

EJOURNAL AD RATES & SPECIFICATIONS

Advertising Rates for Volume 36 - 2024

Rates are based on the number of insertions in a 12-month period.

Ad Size and Color – sizes shown width x height	1X or 2X	3X	4X or 5X
Full Page – color ad – 8-1/2 x 11 inches	\$2175	\$2025	\$1900
Full Page – black & wht ad – 8-1/2 x 11 inches	\$1000	\$850	\$725
1/2 Page – color ad – 8-1/2 x 5-1/2 inches	\$1150	\$1025	\$950
1/2 Page – black & wht ad – 8-1/2 x 5-1/2 inches	\$775	\$650	\$575
1/4 Page – black & wht ad – 3-1/2 x 5 inches	\$550	\$425	\$350

Added fees for Prime page positions. (Primes reserved for Full page Color ads only.)

Cover 2, Cover 3, or Cover 4	\$300	\$250	\$200
Page 3, Page 5, or Page 7	\$200	\$175	\$150
Page 9, Page 11, or Page 13	\$175	\$150	\$125

Closing Dates for Volume 36 - 2024

Issue	Ad Reservations	Camera-Ready Copy
February	January 4, 2024	January 18, 2024
April	February 22, 2024	March 7, 2024
June	April 11, 2024	April 25, 2024
September	June 6, 2024	July 11, 2024
November	August 15, 2024	September 12, 2024

eJournal Ad Specifications

Advertisements should be provided as press quality PDF files. Fonts and graphics should be embedded (not linked). All ads (full and partial page) can include live URLs and email addresses. The final trim size is 8-1/2" x 11" for this publication. PDF files can be submitted via email to Toni Nix <justwrite@lowcountry.com>.

PDF files for black and white ads should not contain any color images or text. Color ads can be created to appear in CMYK or RGB color. Registration marks and trim areas for ads with full bleeds are no longer required. Please provide your PDF file in the final ad size as listed above (i.e., full page ad would be provided as 8-1/2" x 11").

EJOURNAL AD INSERTION ORDER FORM

Advertiser Information

Contact Name _____

Company _____

Address _____

City, State, Zip _____

Phone _____

Email _____

SELECT THE ATG ISSUES FOR AD INSERTION

- v.36 #1, February 2024 v.36 #3, June 2024 v.36 #5, November 2024
 v.36 #2, April 2024 v.36 #4, September 2024

QUANTITY	SIZE & COLOR	1X/2X RATE	3X RATE	4X/5X RATE	SUBTOTALS
_____	<input type="checkbox"/> Full Page 4 Color	<input type="checkbox"/> \$2175	<input type="checkbox"/> \$2025	<input type="checkbox"/> \$1900	\$ _____
_____	<input type="checkbox"/> Full Page B & W	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$ 850	<input type="checkbox"/> \$ 725	\$ _____
_____	<input type="checkbox"/> 1/2 Page 4 Color	<input type="checkbox"/> \$1150	<input type="checkbox"/> \$1025	<input type="checkbox"/> \$ 950	\$ _____
_____	<input type="checkbox"/> 1/2 Page B & W	<input type="checkbox"/> \$ 775	<input type="checkbox"/> \$ 650	<input type="checkbox"/> \$ 575	\$ _____
_____	<input type="checkbox"/> 1/4 Page B & W	<input type="checkbox"/> \$ 550	<input type="checkbox"/> \$ 425	<input type="checkbox"/> \$ 350	\$ _____

ADDED FEES FOR PRIME POSITIONS *(if applicable)*

PLEASE NOTE: Prime positions are reserved for Full page Color ads only

- Cover 2 Cover 3 Cover 4 \$ 300 \$ 250 \$ 200 \$ _____
 Page 3 Page 5 Page 7 \$ 200 \$ 175 \$ 150 \$ _____
 Page 9 Page 11 Page 13 \$ 175 \$ 150 \$ 125 \$ _____

TOTAL DUE \$ _____

Bill To Address *(if different from above)* _____

Special Terms *(if applicable)* _____

Authorized Signature _____ Date _____

To Submit Insertion Order Forms, Artwork Files, or Request Additional Information

Contact: Toni Nix, Ads Manager <justwrite@lowcountry.com> Phone: 843-835-8604