



South Carolina Association of Counties

P.O. Box 8207, Columbia, SC 29202-8207
(803) 252-7255 or 1-800-922-6081 (in S.C. only) Fax: (803) 252-0379
E-mail: smorgan@scac.sc Web site: www.sccounties.org

Advertising Contract for COUNTY FOCUS

SEE OPPOSITE SIDE FOR
ADVERTISING RATES AND
SPECIFICATIONS

Date: _____

Phone: _____

Fax: _____

E-mail: _____

Name of Organization

Mailing Address *City* *Zip*

The publisher of COUNTY FOCUS MAGAZINE is hereby authorized to publish our advertisement in _____ issue(s), for which we agree to pay the total amount of \$ _____. *spring, summer, fall and/or winter*
Ad size: _____ Color options: _____

Advertising Copy: _____ Use Previous Copy _____ Copy Enclosed _____ New Copy Coming

It is understood that all terms, rates and conditions stated on the face of this contract are subject to acceptance by the publisher at the office in Columbia, S.C. The advertiser agrees to pay the above rates for all advertisements published under this contract. **Accounts more than 60 days overdue will be assessed a 10 percent late charge. Ads also will be pulled and contracts voided when accounts are two issues overdue.** The publisher is authorized to repeat the latest advertisement for scheduled space if new advertising copy is not provided by the advertising closing date. Any changes in the above specifications must be in writing.

The advertiser agrees to indemnify the publisher against any claim or expense resulting from the unauthorized use of any name, photograph, sketch or words, protected by copyright or registered trade marks, labels, etc., in connection with his/her advertising. The publisher reserves the right to refuse any copy.

● **Contract (SCAC Copy) Must Be Completed and Returned to Receive Contract Rate** ●

THIS SECTION
MUST BE COMPLETED.

Contact's Name (Please PRINT)

Contact's Signature

FOR SCAC USE ONLY
Date payment received: _____
Amount of payment: _____

SCAC Copy—White

ADVERTISER COPY—Yellow

Advertising Rates & Specifications

LOCATION & SIZE	DIMENSIONS		B&W		†Two-Color		†Three-Color		†Full-Color	
	Width	x Height	Once	(4 Issues)	Once	(4 Issues)	Once	(4 Issues)	Once	(4 Issues)
INSIDE-COVER										
‡Full-page, Front or Back	7 1/2"	x 9 1/2"	\$500	\$1,800	\$550	\$1,980	\$600	\$2,160	\$650	\$2,340
INTERIOR PAGES										
‡Full-Page	7 1/2"	x 9 1/2"	\$400	\$1,440	\$450	\$1,620	\$500	\$1,800	\$550	\$1,980
2/3-Page	4 7/8"	x 9 1/4"	\$350	\$1,260	\$400	\$1,440	\$450	\$1,620	\$500	\$1,800
1/2-Page	7 3/8"	x 4 5/8"	\$300	\$1,080	\$350	\$1,260	\$400	\$1,440	\$450	\$1,620
1/3-Page (Option 1) (Option 2)	2 3/8" 4 7/8"	x 9 1/4" x 4 5/8"	\$250	\$900	\$300	\$1,080	\$350	\$1,260	\$400	\$1,440
1/4-Page (Option 1) (Option 2)	3 5/8" 7 3/8"	x 4 5/8" x 2 1/4"	\$225	\$810	\$275	\$990	\$325	\$1,170	\$375	\$1,350
1/6-Page (Option 1) (Option 2)	2 3/8" 4 7/8"	x 4 5/8" x 2 1/4"	\$150	\$540	\$200	\$720	\$250	\$900	\$300	\$1,080
Business Card	3 1/2"	x 2"	\$100	\$360	\$150	\$540	\$200	\$720	\$250	\$900
THE PALMETTO DIRECTORY SECTION										
Listing	3 5/8"	x 1 3/4"	\$85	\$306	\$135	\$486	\$185	\$666	\$235	\$846

†These rates are based on the cost of building additional colors in process.

‡The cost of bleeds for full-page ads is an additional \$80 per issue or \$288 for four consecutive issues.

Publication Data: Size—8 1/2" W X 11" H; printing—offset; scanned images (CMYK at minimum of 300 dpi) and negatives (100 percent image size); include quarter-inch for bleed; paper stock—80# enamel.

Advertising Requirements and Additional Charges: PREFER receiving advertisements as PDFs on discs or by e-mail. Will also accept ads as TIFFs or high resolution JPEGs by regular mail or e-mail. HOWEVER, PRINTED OR FAXED COPIES ARE REQUIRED FOR ALL ADS SUBMITTED. The above ad specifications must be followed, and all required artwork must be received by the advertising copy deadlines provided below to avoid additional charges. Advertisers, who wish to run color ads, must provide instructions for adding color if they do not indicate color breaks on their artwork, or the publisher will not be responsible for any errors. For ads created by the publisher, a minimum \$25 setup charge will be assessed. ‡NOTE: An additional charge of \$80 per ad or \$288 for four consecutive ads will be assessed for bleeds. To receive a discounted contract rate, advertisers MUST HAVE A CURRENT CONTRACT.

Advertising Copy Deadlines: COUNTY FOCUS MAGAZINE is published in spring, summer, fall and winter. The advertising copy deadline is March 15 for the spring issue (No. 1), June 15 for the summer issue (No. 2), September 15 for the fall issue (No. 3) and December 15 for the winter issue (No. 4).

Shipping Instructions for Ad Copy: Send space orders, insertion instructions, copy, camera-ready artwork and proofs to: COUNTY FOCUS MAGAZINE, SCAC Office, P. O. Box 8207, Columbia, S.C. 29202-8207. Advertisers, who wish to e-mail an advertisement, must call the editor first at (803) 252-7255 or 1-800-922-6081 (in South Carolina only).