



28TH ANNUAL PALMETTO SPORTSMEN'S CLASSIC



LARGEST HUNTING AND FISHING SHOW IN SC!

TOTAL CIRCULATION
25,000

Due Dates:

Reserve Space.....February 12
Ad Copy.....February 17
Print DateMarch 12

Ad Rates & Sizes:

Full Page..... 7 7/8" X 10 3/8"\$500.00
Half Page 7 7/8" X 4 15/16"\$250.00
Quarter Page 3 11/16" X 4 15/16"\$125.00



Digital Files

Digital files are preferred as **Adobe PDF files**, provided that all images are CMYK and the file is press ready and processed with Adobe Acrobat Distiller.

Digital files are also accepted on CD, or email. Ads should be created in InDesign, PhotoShop, or Illustrator with supporting files. All fonts should be included. Email address is frostd@dnr.sc.gov.

All graphics, logos, photos and art should be produced in the following file formats:

- Adobe Illustrator eps/ai files (PC)
- Adobe Photoshop eps/tiff (PC)
- Corel Draw files (PC)
- Macromedia Freehand files (PC)
- Adobe Acrobat files (PC)

No Mac formats, only PC. If a file is not sent as a press ready PDF file, then the file may need to be modified.

Digital logos or other art containing text should have the fonts either embedded or converted to outlines to ensure correct output.

Web graphics are only acceptable for online use. Online graphics are not acceptable for print materials.

If you are interested in purchasing an ad, please contact Denise Frost, Palmetto Sportsmen's Classic Director, at 803-734-4008 or email - frostd@dnr.sc.gov.