



Vol. 1 No. 2 Spring 2010

something **blue** *Carolina*

Rural weddings
offer intimacy
and something
unexpected

Give bridal showers
and luncheons a
nontraditional twist

Estate jewelry
for the eclectic
bride and groom

Real Weddings | Modern Trends | Timeless Traditions | Southern Grace

something **blue**
Carolina

843.849.3100 | Fax: 843.849.3122 | 389 Johnnie Dodds Blvd., Suite 200, Mount Pleasant, SC 29464
www.charlestonbusiness.com | www.somethingblueonline.com

SCBIZNEWS, LLC is the Publisher of: Charleston Regional Business Journal, Columbia Regional Business Report,
GSA Business, SCBIZ Magazine, SCJobMarket.com, INTRO Newcomer's Guide, Lake Wylie Today

Rates	1x	2x
Fullpage	2100	1700
2/3 page	1700	1445
1/2 page	1500	1275
1/3 page	1000	850
1/4 page	800	680
1/6 page	550	470
Inside Front Cover	2210	1875
Inside Back Cover	2110	1790
Back Cover	2315	1965
2-page Spread	3400	2890

Production Specifications

Ad design and production:

We will gladly accept any camera-ready ad as a digital PDF to be placed into our magazine.

Ad submission:

Ads submitted, that are not PDFs, must be InDesign CS3 compatible and include all fonts and graphics, including all embedded objects.

Graphics should be no less than 300 dpi.

All color needs to be submitted as CMYK, spot color will not be accepted.

Ads must be the proper size with no crop or printer marks included.

Send files to:

advertising@scbiznews.com.

We will gladly produce any ad requested.

We will need the following:

Original artwork, logos and copy, as well as a rough layout idea or concept.

Ad Sizes

Trim Size	9" x 10.875"
Full Page Bleed	9.25" x 11.125"
Full Page Life Area	8" x 9.875"
2/3 Page Vertical	4.93" x 9.875"
1/2 Page Vertical	4.93" x 7.5"
1/2 Page Horizontal	7.5" x 4.837"
1/3 Page Square	4.93" x 4.837"
1/3 Page Vertical	2.37" x 9.875"
1/4 Page Vertical	3.637" x 4.837"
1/6 Page Horizontal	3.637" x 3.2"

Distribution

- *Magazines will be handed out at bridal shows throughout North and South Carolina*
- *Magazines will be placed in nearly all of our advertisers venues*
- *Newstands across South Carolina*
- *Free subscriptions offered to brides-to-be*

Circulation

10,000 copies (2x annually)

Publication Dates

July 2010

January 2011

July 2011

Leads

Commit to a 2x campaign at a 1/3 page ad (or larger) and receive electronic leads.

Bridal Tip of the Week

Position your company as an expert in the bridal community with a presence on our weekly email.

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