

Locally Grown

TAKING ROOT IN OUR COMMUNITY

FREE • Summer 2023

Homegrown Pioneers

Urban Farmers on the Rise
In your Community.



LocallyGrown

Ad Sizes & Specifications

Contact Us

Linda Craig, Publisher
864-569-8631

Publisher@LocallyGrownGreenville.com

LocallyGrownGreenville.com



Formatting for Offset Press-Ready Ads

If you are providing a print-ready digital file, your ad must be submitted using the following specifications:

- 1) **Press-ready Adobe Acrobat® PDF file;** PDF/X1a is the preferred file preset. Compatibility should be set for Acrobat 4 (1.3). Please “flatten” all files with fonts embedded before saving.
- 2) **Press-ready JPG & EPS & Tiff files are accepted.** Save Adobe Illustrator files as EPS with embedded photos & art. All fonts converted to outline. Save Adobe Photoshop files as flattened JPG, **300 dpi, in CMYK. 100% black text** should be the top layer before flattening so it will overprint any background.
- 3) **Layout:**
 - Full page bleed ads require .25 inch beyond the trim area on all four sides
 - No crop marks
 - Use high resolution images at 300 dpi for photos and advertising.
 - All files must be CMYK or Grayscale.
 - Flatten all transparent objects at a high resolution. Avoid placing transparent object over text or other critical vector objects
 - Total ink coverage shouldn't exceed 280%
- 4) **Fonts:**
 - All fonts must be embedded and/or attached.
 - Ensure all black text is 100% black (no built black).
 - Set all black text to OVERPRINT color backgrounds
 - Ensure all reverses and colored text are 10 pt or larger, using a thick font.

full page bleed
bleed size: 8.75 x 11.25
trim size: 8.25 x 10.75
live area: 7.5 x 10

full page no bleed
7.5 x 10

1/3 vertical 2.375 x 9.75
2/3 page vertical 4.875 x 9.75

1/3 horizontal (3-col) 7.5 x 3.125
2/3 page horizontal 7.5 x 6.25

1/4 vertical (2cp) 3.625 x 4.75
bus. card (2cp) 3.625 x 2.25
half-page horizontal 7.5 x 4.75

1/6 horizontal 4.875 x 2.25
5/12 4.875 x 6.4375

half-page vertical (2cp) 3.625 x 9.75

half-page vertical 4.875 x 7.25
1/4 horizontal (3-col) 7.5 x 2.25

1/3 horizontal (2-col) 4.875 x 4.75
1/4 horiz. (2-col) 4.875 x 3.125
1/6 vertical 2.375 x 4.75

NO computer-printed material or website images will be accepted.

NO Microsoft Word, Publisher or Canva files will not be accepted for print-ready ads.

NO Layered Photoshop files accepted



Locally Grown

AD RATES: Full Color / Quarterly 2023

Size:	4 Quarters*	2 Quarters*	1 Quarter (For Events Only)	Layout
Full Page	\$810	\$915	\$1070	\$280
2/3 Page	600	675	790	210
1/2 Page	480	540	630	170
5/12 Page	425	475	555	155
1/3 Page	340	380	445	125
1/4 Page	275	310	360	105
1/6 Page	215	240	275	85
Business Card	170	190	220	65
Business Profile with Photo, 100 words for \$199 (1 per Year)				

Marketplace Corner

Category

Premium Positioning (full page only)

Inside Front	\$980	\$1105	\$1295	\$320
Page 3	980	1105	1295	320
Page 4 & 5	915	1035	1210	295
Inside Back	915	1035	1210	295
Outside Back	1080	1220	1430	350



1. BUSINESS NAME

2. Contact Name,
3. Address / City
4. Phone
5. Website URL

Description: 35 words. The Marketplace Corner listing acts as a reference tool and directory; allowing our readers to find you when they are looking for your product and services. Special pricing and page/cross referencing for extra value for display advertisers too!

Healthy Happenings:

Save the Date: \$75 (50 words or less)

Up & Coming: \$25; (25 words or less)

Submit your listing online by the **10th** of the month prior to publication to:

Publisher@LocallyGrownGreenville.com

Print Advertising

The contract rates listed are for camera-ready ads. If needed, initial ad design/layout fee is 25% of the non-discounted rate of your ad size. Subsequent ad design/layout changes will be billed at \$25 per 15 minutes of design time. (Minimum charge is \$25.)

Deadlines

Display ads, classifieds and calendar listings must be received by the **10th** of the month prior to the desired month of publication. Requests for changes to existing ads also must be received via email by: **February 10th, May 10th, August 10th and November 10th.**

Online Advertising and Listings

Locally Grown offers several media selections for your digital advertising needs, some include: • Website Banners • E-Newsletters

Marketplace Pricing

4 Qtrs.	2 Qtrs.	1 Qtr.
\$200/Qtr.	\$275/Qtr.	N/A

Special Pricing w/Display Ad: \$75/Qtr.
(for length of contract)

Listing includes

- 5 name/address lines and up to a 35-word description
- Extra name/address lines: **\$10** each
- Extra words in description: **\$1** each

Email your listing by the **10th** of the month prior to publication to:

Publisher@LocallyGrownGreenville.com

Contact Us

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Pricing available upon request



LocallyGrown

Contract and Payments

4 Quarters 2 Quarters 1 Quarter
 From ____ / ____ Through ____ / ____

PRINT ADVERTISING

Size _____ Rate \$ _____ X Quarters* = \$ _____

PREMIUM RATES

Pkg. No. _____ Rate \$ _____ X Quarters* = \$ _____

MARKETPLACE

Rate \$ _____ + _____ Words \$ _____ + _____ Lines \$ _____
 Rate X No. of Months = \$ _____

HEALTHY HAPPENINGS

Events Special Event Block
 Rate \$ _____ X Months = \$ _____

ONLINE ADVERTISING

Website E-Newsletter Other _____
 Size _____ Rate \$ _____ X Months = \$ _____

OTHER ADVERTISING OR SERVICES

 _____ Total \$ _____

DESIGN SERVICES

Fee \$ _____ + Stock Photos/Art \$ _____ Total \$ _____
 Subtotal \$ _____

5% Discount if paid in full - \$ _____

GRAND TOTAL \$ _____

NOTES:

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Locally Grown Magazine is a Quarterly Publication. Please fill out Authorization Sheet and Calculate your price. Email your print-ready ad or ad copy and graphics to Publisher@LocallyGrownGreenville.com. In-house-designed ad proofs will be sent via email.

Name _____ Date _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____

Email _____

Website _____

Credit Card Authorization

Payment via credit card only. We gladly accept:

 MC  Visa Other _____

Credit Card # _____

3 or 4 Digit Security Code _____ Exp ____ / ____

Name As it Appears on Credit Card: _____

Billing address for Credit Card: _____

City _____ State _____ Zip _____

\$ _____ \$ _____

One Time Charge _____ Quarterly Charge _____ Date _____

Cardholder's Signature _____

Credit card charges: Your account will be billed on the **7th** of the month prior to publication. All advertising **must be prepaid**.

***Customer Pricing Notice:** A 3% convenience fee is applied to all credit card transactions.

***Cash Discount:** As an incentive for customers, we provide a discount to pay with check by giving a 3% immediate discount on the convenience fee.

Broken contracts: Unearned discounts and an administrative fee of 25% of your monthly rate may be imposed (minimum of \$20). Should this become a collection problem, the client assumes all costs of collection, including, but not limited to court costs, interest and legal fees.

I agree to the terms of this contract. I understand cancellation penalties and payment policies. I authorize the above charges to my credit card.

Signature _____

*Pricing subject to change without notice. Quarterly electronic invoices are available upon request.