

**MEDIA KIT
2024**

**college
guide**
GREENVILLE COUNTY COLLEGE FAIR
FREE TO THE PUBLIC

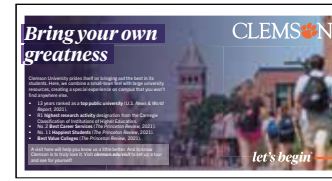
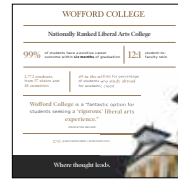
**ALL LOCAL.
ALL THE TIME.**

To boost college recruitment efforts, The Greenville Journal will distribute 20,000 copies of the College Guide in its September 13th issue. Reach a highly qualified audience of households with above-average income, education levels, and families planning for college. The College Guide will also be distributed to the Greenville Journal's single-copy locations, counseling offices, and college fair attendees.

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LAST UPDATED: 07.01.24



DISPLAY ADVERTISING RATES

PRINT	Reach our entire Greenville Journal print audience with your display ad strategically placed. (rates are per issue)
SIZE	
SPREAD	\$4,000
FULL PAGE	\$2,550
HALF PAGE	\$1,350
QUARTER PAGE	\$750

PREMIUM PLACEMENT

SIZE	
INSIDE FRONT COVER	\$2,950
<i>*Subject to availability</i>	
INSIDE BACK COVER	\$2,950
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BACK COVER	\$2,950
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2024 PUBLISH DATES

Space Reservation.....	08.15.24
Ad Approval Date.....	08.21.24
Publish Date.....	09.13.24

AD SIZE SPECIFICATIONS

Custom sizes and solutions available including high impact solutions

SPREAD Full Bleed: 18.5 x 11 Safe Space: 17.5 x 10 Actual Spread Size: 18 x 10.5	FULL PAGE Full Bleed: 9.5 x 11 Safe Space 8.5 x 10 Actual Page Size: 9 x 10.5	HALF VERTICAL 3.9167 x 9.75
<i>Keep a .5 margin in the center of the spread.</i>		
HALF HORIZONTAL 8 x 4.75	1/4 SQUARE 3.9167 x 4.75	

PRODUCTION REMINDERS

Ads can be sent:
Via E-mail (ads@communityjournals.com) or to CSR assigned

Ad Format Preference: PDF (press ready —see PDF Specifications)

- If changes need to be made to an ad, source files must be provided. (please ask your CSR for more information)
- For ads submitted without a border, we retain the right to add a border if necessary.

PDF Specifications:

- Colors and images should ALL be converted to CMYK (no spot colors or RGB).
- PDF should be hi-resolution (at least 300 dpi) with fonts and images embedded.
- If using InDesign, simply export the file as a "press-quality" PDF.
- We cannot be held responsible for printing errors due to incorrectly created/submitted files. (please ask your CSR for more information)

Special Notes:

Set all blacks to overprint. Use 100% Black - no rich blacks. Limit use of colored type under 12pt. Please allow for a 20% dot gain on all images. Limit use of reverse type to 10pt or larger.

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