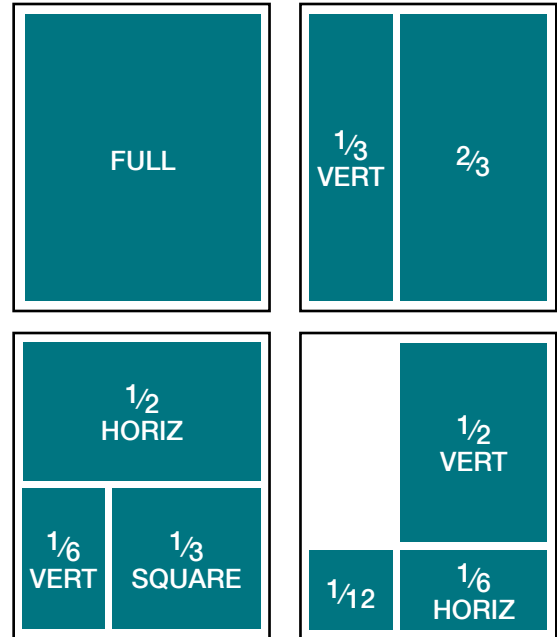


On The Beach Magazine

Space & Materials: March 23, 2012

MECHANICAL REQUIREMENTS

AD SIZE	WIDTH	DEPTH
Double Truck	15 1/4"	10"
Full Page.	7 1/2"	10"
2/3 Page.	4 5/8"	10"
1/2 Page (horiz.)	7 1/2"	4 7/8"
1/2 Page (vert.)	4 5/8"	7 1/2"
1/3 Page (vert.)	2 1/4"	10"
1/3 Page.	4 5/8"	4 7/8"
1/6 Page (horiz.)	4 5/8"	2 3/8"
1/6 Page (vert.)	2 1/4"	4 7/8"
1/12 Page	2 1/4"	2 3/8"
TRIM SIZE: 8 1/4" wide x 10 7/8" deep		
BLEED ADS: Add 1/8" to trim size on all bleed sides.		



DATA REQUIREMENTS

Printing is four-color web offset. Colors are four standard balanced processed colors (CMYK). Reading and live matter should be 1/2" from gutter and trim edges. **Preferred materials are completed ads, including fonts, artwork, and logos, delivered by email or FTP. Macintosh compatible CDs are OK. EPS, TIFF, and PDF are all acceptable file formats. All images should be 300 PPI, CMYK.**

Ads will be produced for clients, providing all artwork and logos are supplied as digital files. Any work necessary to complete artwork or logos will be billed to the client on an hourly basis. Contact us for FTP information. We recommend the free service provided by YouSendIt.com for sending large files.

DISTRIBUTION & READERSHIP

HARDCOVER

Number of rooms	40,000
Rooms with 65% average occupancy rate (40,000 x 365 days x .65)	9,490,000
Annual room check-ins (9,490,000 ÷ 2.75 days per visit)	3,450,909
Total guests in rooms (3,450,909 x 2.5 guests per room)	8,627,272
Total Hardcover Readership (at 75%)	6,470,454

SOFTCOVER

200,000 x 2.5 readers per copy	750,000
TOTAL READERSHIP	More Than 7,220,454

Publishers Conditions

Errors: Errors not found in proofing are the responsibility of the Advertiser or Agency.

Copy Acceptance: The Publisher reserves the right to adhere to its policies with respect to type of advertisers it will accept and to accept or reject any advertisement at its sole discretion. Advertisements that resemble editorial may be marked "Advertisements" by the Publisher.

Cancellations: No advertisement may be cancelled after published space closing dates. Cancellation notice must be received in writing.

Agency Commission: 15% to recognized advertising agencies if payment is received within forty-five (45) days of invoice date. Commission offered for ads created to our specifications.

Advertising Representative:

Stanton Media Group

812 S. Poplar Drive
 Surfside Beach, SC 29575
 (843) 233-8088 • Fax (843) 233-9676
 E-mail: smgusa@aol.com

Publisher:

Himmelsbach Communications, Inc.

PO Box 1463
 North Myrtle Beach, SC 29598

1600 Hwy. 17S
 North Myrtle Beach, SC 29582

(843) 272-8150 • Fax (843) 272-2460
 E-mail: info@himmcomm.com