



Electronic Guidelines

We at The South Coast Beacon are ready to accept your digital ads.
Here are some suggestions to help you.

Size: Make sure the ad is built the correct size. We only accept specific ad sizes. Please consult the rate card.

Deadlines: Electronic camera-ready ads must be received by 10 a.m. on the Monday before the publication date. (The South Coast Beacon is published every Thursday.)

Format Options:

1. PDF:

When saving a file in a PDF format, please observe the following:

- All fonts must be embedded
- Line screen is 100
- All color images must be CMYK

2. Applications:

We accept ads built in the following applications:

- Adobe CS
- QuarkXpress (6.0 or under)
- Illustrator (10.0 or under)
- Photoshop (7.0 or under)
- Freehand (8.0 or under)
- In Design (2.0 or under)

3. Images:

● When saving images, please use these resolutions:

- 300 dpi for photographs
- 300 dpi for type or logos
- We prefer .tif formats over .jpg or .eps, but will accept any of the three
- Make sure all images are linked to the ad and are included with the e-mail or on your disk

4. Fonts:

Be sure to include all fonts with your file if you choose to save your ad on a zip or CD

Sending Your Electronic Ad:

Be sure the client name appears in the subject line, include a contact phone number, and please provide your sales representative with a copy of the ad (via e-mail pdf or fax) for reference — notify the representative once you've e-mailed or delivered your ad.

- E-mail ads to: production@scbeacon.com

If you have any questions or problems, or require additional information, please call our Production Department at 805.962.2411 x112.

**CAMERA READY
DEADLINE!**

Placement/Size:

Friday, 5 p.m.

Electronic Files:

Monday, 10 a.m.



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