



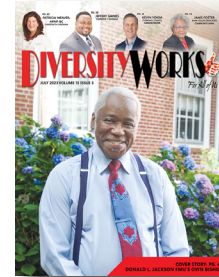
# 2024 RATE CARD

**Address:** 1951 Pisgah Road, Suite 111  
 Florence SC 29501  
**Phone:** (843) 669-5929 • (843) 413-2743  
**Email:** dmmadworks@aol.com  
**Websites:** www.diversityworkssc.com  
 www.dmmadvertisingandmarketing.com

## RETAIL ADVERTISING RATES

Rates Effective January 1, 2024

	Open Rate	2X	3X	4X
Back Cover	\$1,155.00	\$1,132.00	\$1,120.00	\$1,097.00
Inside Cover	\$1,055.00	\$1,033.00	\$1,023.00	\$1,002.00
Full Page	\$955.00	\$934.00	\$926.00	\$907.00
Half Page	\$625.00	\$612.00	\$606.00	\$593.00
Quarter Page	\$425.00	\$416.00	\$412.00	\$403.00
Eighth Page	\$325.00	\$318.00	\$315.00	\$308.00



(ROP Advertising only • Annual Contracts Required)  
 (Which will include a digital presence with link)  
 Advertising Rates are Net Cost to Agencies

## PICK UP DISCOUNTS

Off Second Insertion	2%
Off Third Insertion	3%
Off Fourth Insertion	5%

## CAMERA READY SPECS

**Format:** PDF, TIFF, PNG and JPEG Files  
**Resolution:** 300 DPI Required  
**E-mail:** dmmadworks@aol.com (25mb limit)  
**Transfer Disk:** CD/USB Drive  
 (include all elements of advertisement-artwork and fonts)  
**Program Files:** Photoshop, Illustrator, InDesign, Adobe PDF.

## MECHANICALS

(ROP Ad Size)	(Width & Height)
Back Cover	7.75 x 10.25
Inside Cover	7.75 x 10.25
Full Page	7.75 x 10.25
Half Page (H)	7.75 x 5
Half Page (V)	3.75 x 10.125
Quarter Page	3.75 x 5
Eighth Page	3.75 x 2.5

**Website Advertising Now Available!**  
 When you place your banner message on dmmadvertisingandmarketing.com along with diversityworkssc.com, you're not only branding your image in front of a potential 100,000 viewers, you're providing them direct access to do business with your organization or business with just a push of a button.

Rotating Banner - Bottom Homepage of Each Website  
 468 x 60 Pixels / Horizontal Ad ----- \$175.00 Net

**Note:** Advertising deadline for camera ready files will be the same as for display advertising files to be designed.

**DIVERSITY WORKS 2024 ADVERTISING DEADLINE PER QUARTER:**  
 January 2024 - Friday December 8, 2023 • April 2024 - Friday March 8, 2024  
 July 2024 - Friday June 7, 2024 • October 2024 - Friday September 6, 2024



## **FULL PAGE AD TEMPLATE GUIDE**

### **SAFE ZONE:**

All critical elements (text, images, graphics, logos, etc.) must be kept inside the blue box.

**Keep all elements away from the blue line (Safe Zone).**

### **TRIMMING ZONE:**

Please allow 0.25 inches cutting tolerance all around. We do not recommend having borders due to shifting in the cutting process, which may cause borders to appear uneven.

### **BLEED ZONE:**

Make sure to extend the background images or colors all the way to the edge of the black outline

### **IMPORTANT**

**Please remove our guidelines/instructions before submitting your files, or else they will be printed.**

**Safe Zone: 7.75 inches x 10.25 inches**

**Final Size: 8.375 inches x 10.875 inches**

**Size with Bleed: 8.875 inches x 11.375 inches**



## PHOTO RESOLUTION

Proper image resolution is critical to printing a professional piece that features crisp graphics, sharp definition and beautiful color depth. It's important to check your image resolution to ensure your project looks as amazing on paper as it does on your computer screen.

**ALL IMAGES SHOULD BE 300 DPI.**

At 300 pixels per inch (which roughly translates to 300 DPI, or dots per inch, on a printing press), an image will appear sharp and crisp. These are considered to be high resolution, or high-res, images.

Low resolution, or low-res, images will appear pixelated and blurred after printing – even though they might look perfect on your computer screen. That's because there aren't enough pixels per inch to maintain a sharp image at large document dimensions.

**The approximate size for a portrait photo is 3 inches wide x 3.75 inches high (900 pixels x 1125 pixels)  
The approximate size for a group photo is 6 inches wide x 4 inches high (1800 pixels x 1200 pixels)**

### To Check an Images Resolution:

1. Select the file you want to use. Right-click on the image and then select "Properties"
2. A window will appear with the images' details. Go to the "Details" tab to see the images' dimensions and resolution.

