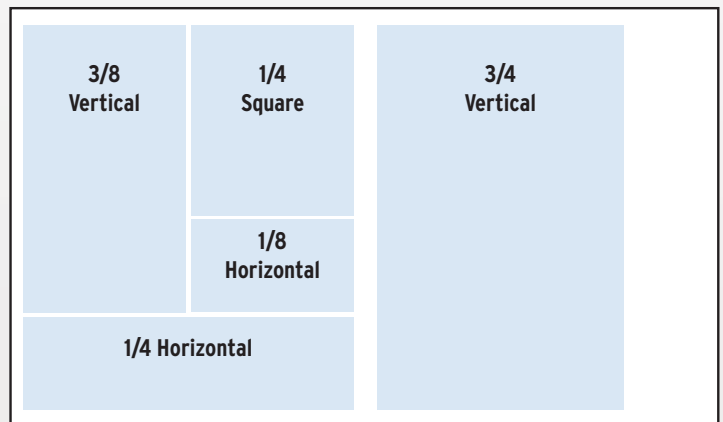
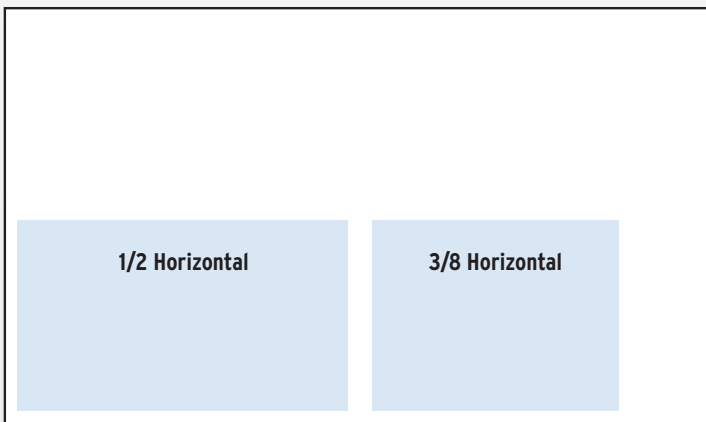
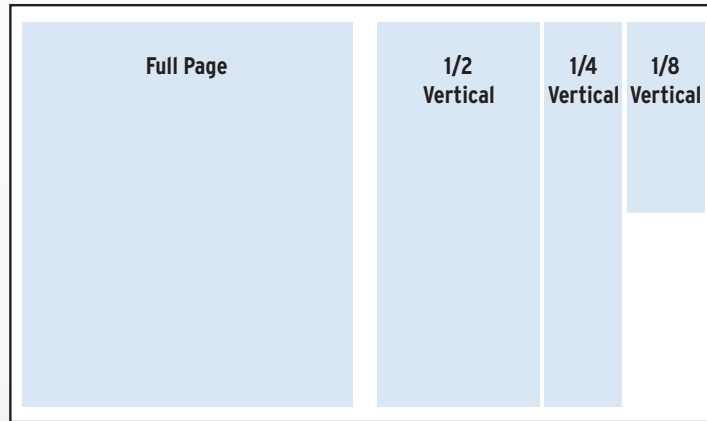


SIZES & RATES



	STANDARD SIZE			SIZE WITH BLEED		
	width		height	width		height
Full Page	9 9/16	x	11 1/8	10 3/4	x	12 1/2
3/4 Vertical	7 1/8	x	11 1/8			
1/2 Vertical	4 11/16	x	11 1/8			
1/2 Horizontal	9 9/16	x	5 1/2			
3/8 Vertical	4 11/16	x	8 5/16			
3/8 Horizontal	7 1/8	x	5 1/2			
1/4 Square	4 11/16	x	5 1/2			
1/4 Vertical	2 1/4	x	11 1/8			
1/4 Horizontal	9 9/16	x	2 11/16			
1/8 Vertical	2 1/4	x	5 1/2			
1/8 Horizontal	4 11/16	x	2 11/16			

For advertising rates please call 508-385-3811

ADDED BONUS - eNewsletter & Website Advertising

Online advertising is an effective way to complement your branded print advertisement and build awareness of your business. All twelve issue contracted print advertisers will receive a ROS (run of site) web banner as well as sponsorship of our eNewsletter, at least once a week. This program has a minimum value of \$4500 per year.

WEB AD SIZES

BUTTON BANNER 120 pixels x 125 pixels • **VERTICAL BANNER** 120 pixels x 240 pixels • **HORIZONTAL BANNER** 468 pixels x 60 pixels

Electronic Specifications:

The following specifications are for MAC files only. PC files are acceptable if they follow specifications. Conversion fees may apply.

APPLICATIONS ACCEPTED

Adobe Acrobat 8.0 (PDF file, high resolution, embed all fonts) - Preferred file format

InDesign CS4

Illustrator CS (with type converted to outlines and file saved as EPS)

Photoshop CS (saved as TIFF or EPS)

GRAPHICS

EPS and TIFF format only. Line art must be at least 1200 dpi and photos should be 300 dpi or higher. We will not be responsible for the reproduction of graphic elements that do not meet these requirements and will reject unacceptable quality. Include all graphics files with your final document.

FONTS

Send both screen and printer versions. Send TrueType fonts for PC files. Remember to include fonts embedded in graphics files.

COLORS

Convert all EPS and TIFF files to CMYK before placing in final document.

COMPRESSING FILES

StuffIt or Zip compressed files accepted. Self-extracting files preferred.

REMOVABLE MEDIA ACCEPTED

CD, DVD

EMAIL ADS

Ads meeting specifications can be sent via email to cbprod@capeplymouthbusiness.com or access our FTP site.

We must receive a fax of the ad to make sure the ad is correct as received. Be sure to specify Cape & Plymouth Business and the issue when submitting your ad. FTP Login Information: [ftp.capebusiness.net](ftp:capebusiness.net), user: cbartwork, password: capebusiness

COLOR PROOFS

We require a proof created from a SWOP certified system. For an additional charge, we can create a Agfa Sherpa digital proof for your ad.

PRODUCTION CHARGES

Ads not submitted to our specifications, with advertiser's consent, will be reworked at a charge to the advertiser.

PRODUCTION CONTACT

Production Coordinator

Cape & Plymouth Business

923 Route 6A - Unit D

Yarmouth Port, MA 02675

508-385-3811, Fax: 508-744-7627

cbprod@capeplymouthbusiness.com