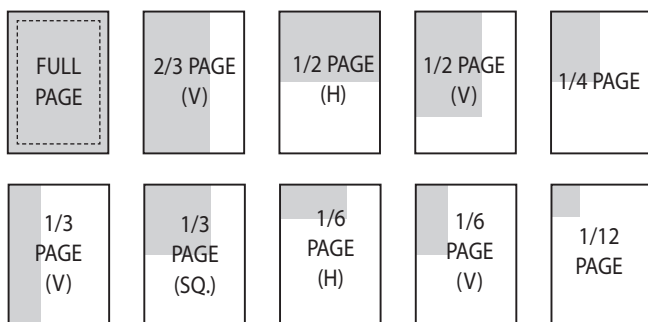


ad specifications

magazine specs

TRIM SIZE: 8 x 10.875"
BINDING PROCESS: Perfect Bound
PRINTING PROCESS:
 Web Offset • 200 line screen
 4 Color • 2400dpi

ad layouts



ad size	width	height
COVER	(SEE BELOW)	
FULL PAGE	(SEE BELOW)	
2/3 PAGE	4.625"	9.875"
1/2 PAGE (H)	7"	4.875"
1/2 PAGE (V)	4.625"	7.375"
1/3 PAGE (SQ.)	4.625"	4.875"
1/3 PG (V)	2.25"	9.875"
1/4 PAGE	3.375"	4.875"
1/6 PAGE (H)	4.625"	2.375"
1/6 PAGE (V)	2.25"	4.875"
1/12 PAGE	2.25"	2.375"

FULL PAGE SIZES: NO BLEED: 7" x 9.875"
WITH BLEED: 8.25" x 11.125" / trim Size 8" x 10.875"
 "live" area 7.25" x 10.125"

contact information

Customer Service
 Cape Cod Travel Guide
 143A Upper County Rd
 Dennisport, MA 02639
 TEL (508)398-6101, Ext. 113
 FAX (508)398-4711
 email: cs@capecodtravelguide.com

ad material specifications

You are responsible for providing files that meet the following specifications. If you need assistance or have questions regarding this information, please contact us. If the following specs are not met, we will contact you to obtain new files or fonts depending on deadline schedules. If you do not respond to our request for revised files, we cannot guarantee the final output quality of your ad.

IF SUPPLYING SEPARATE AD MATERIALS SUCH AS IMAGE AND COPY:

- Design services are offered **free of charge (a \$150 value)**
- **Please provide photo(s)** as specified below and text for your ad. You will be allowed up to 3 revisions of your advertisement (additional revisions cost \$50 per revision)
- **All images must be high resolution** (300 dpi, CMYK format). We cannot accept web images. If low resolution artwork is supplied, Northeast Publications will not be responsible for output quality of final advertisement. We will not be able to use photos from digital cameras that are too small. If you are unsure about the size, please send file(s) to us and we will test your digital photos to see if they will work. TIFF, JPEG, or EPS formats are acceptable file formats for images.
- Please **do not send your image inside a Microsoft Word document**. Microsoft Word files will be accepted for use of text copy only. Please send images in high resolution format separately.

PDF FILES MUST MEET THE FOLLOWING SPECIFICATIONS:

- **Images within pdf must be 300 dpi, CMYK**. Please do not use web images.
- Please **remove color profiles** from all images.
- **Fonts must be embedded** within the pdf
- PDF files must be **created and distilled at 2400 dpi**
- Please **do not use Pantone or Spot Colors** in your ad. CMYK/Process colors only.

PRESS-READY ADS SUPPLIED ON DISC (QUARK):

- **Quark XPress versions 4-6 Macintosh format**, with all supporting images and fonts. We do not accept ads in Microsoft Word or Publisher.
- Please **supply a color proof** with your ad.
- All images supplied must be provided at high resolution (300 dpi minimum).
- **Images must be in CMYK format (please no Pantone, Spot Colors, or low res images)**.
- Ads requiring color matching must be supplied with a color proof meeting SWOP standards (digital or analog.) If color reproduction is not critical, we will accept proofs not meeting SWOP standards but will not be responsible for matching these proofs on press. They will be used for digital ad content only.
- **If supplying full page ad with bleed, please allow at least 1/4" (1/2" preferable) margin on outside of ad. We will not be responsible for ads containing text within this area. Please refer to ad sizes chart.**

on sale & closing dates

ANNUAL 2008

Ad Deadline	On Sale Date
November 28, 2007	February 2008