

## Advertiser Information

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Advertiser Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Authorized Name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Website: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## Agreement

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In consideration of this agreement the advertiser will furnish advertising copy to CAPE Business Publishing Group, LLC for publication in CAPE Business. The advertiser authorizes the placement of the following ad size \_\_\_\_\_, for \_\_\_\_\_ (number of) issues commencing with the \_\_\_\_\_ issue. In consideration of the scheduled placement, CAPE Business Publishing Group, LLC agrees to charge the advertiser \_\_\_\_\_ per insertion.

## Terms

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- A \$20.00 charge will be applied for all returned checks.
- Ads cancelled after deadline will be charged 100% of the cost of the space.
- Invoices for advertising are due and payable within 15 days of receipt. Bills are considered overdue 30 days from due date of billing.
- Accounts 60 days in arrears or more are not eligible to run.
- Publisher shall not be held responsible for omissions or placements in the wrong location. Any errors will be equitably adjusted between advertiser and publisher.
- Prepayment is required until credit is established with Cape Business Publishing Group, LLC.
- If the minimum frequency of the contract is not fulfilled, advertiser agrees to pay for advertising at the actual earned rate.
- All advertising copy and design which represents the creative effort of the publication and its design team, is and remains the property of the publication including all rights of copyright therein. Advertiser understands that it cannot authorize photographic or other reproduction in whole or in part of any such advertising copy for use in any medium without the express consent of the publisher. Basic design services charges would apply for ads that are approved for use in other publications and will be billed directly to the advertiser.

## Authorization

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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (Print): \_\_\_\_\_

For credit card payment:  Mastercard  Visa  Discover  American Express

Account No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

**Make checks payable to:** CAPE Business Publishing Group, LLC

**Mail agreement and checks to:** CAPE Business Publishing Group, LLC 704 Main Street ■ Route 6A ■ Dennis, MA 02638

## Advertising Specifications

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### FULL PAGE

7.625"w x 10.125"h	LIVE AREA
8.375"w x 10.875"h	TRIM SIZE
8.875"w x 11.375"h	BLEED SIZE

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### 2/3 PAGE

5"w x 10.125"h

### 1/3 PAGE VERTICAL

2.375"w x 10.125"h

### 1/3 PAGE SQUARE

5"w x 4.938"h

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### 1/2 PAGE

7.625"w x 4.938"h

### 1/4 PAGE

3.688"w x 4.938"h

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## Electronic Specifications:

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

### APPLICATIONS ACCEPTED

QuarkXpress 4.0, 5.0  
Illustrator 9 (with type converted to outlines and file saved as EPS)  
Photoshop 6.0 (saved as TIFF or EPS)  
Adobe Acrobat 4.0 (high resolution, embed all fonts)

### 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.  
Color ads only.

### COMPRESSING FILES

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

### REMOVABLE MEDIA ACCEPTED

CD, DVD, 100 or 250MB ZIP

### EMAIL ADS

Ads meeting specifications can be sent via email to [cbprod@capebusiness.net](mailto:cbprod@capebusiness.net) 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 Business and the issue when submitting your ad.  
FTP Login Information: [ftp.capebusiness.net](ftp://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 Business  
704 Main Street, Route 6A ■ Dennis, MA 02638  
508-385-4445 ■ 508-385-7488 Fax ■ [cbprod@capebusiness.net](mailto:cbprod@capebusiness.net)