

## The Villages of Yarmouth

### WHAT

A special pullout section of Cape Business magazine in association with the Yarmouth Chamber of Commerce offering Yarmouth businesses a unique way to promote the Yarmouth economy and individual businesses year round. Get your business recognized in Cape Cod's only business-to-business networking publication.

### WHEN

The Yarmouth supplement will appear in the May/June 2007 edition of Cape Business magazine and will be available at the beginning of May 2007. It will be mailed to 5,000 Yarmouth residents at that time.

**Space Deadline: March 28, 2007**

**Ad Material Deadline: April 4, 2007**

### YOUR VALUE ADDED

- Your advertisement in Cape Business will be seen by nearly 35,000 readers across Cape Cod and Wareham, providing you with a unique and powerful business-to-business channel.
- The special section will be mailed to 5,000 Yarmouth area residents, including second homeowners at their primary address.
- 1,500 copies of this special section will be distributed separately under the guidance of the Yarmouth Chamber of Commerce.
- Special Chamber member benefits: 20% off base advertising rates.

### ADVERTISING INVESTMENT

#### Base Rates

Full-page: \$2,600

Half-page: \$1,780

Quarter-page: \$995

Sixth Neighborhood page: \$720

#### Chamber Member Rates

Full-page: \$2,080

Half-page: \$1,424

Quarter-page: \$796

Sixth Neighborhood page: \$575

### FREE DIRECTORY

- Every Chamber member receives a free directory listing as a member benefit: Name of company and phone number.

### Special Section

#### FULL-PAGE

7.625" w x 9.25" h	LIVE AREA
8.375" w x 10" h	TRIM SIZE
8.875" w x 10.5" h	BLEED SIZE

#### 1/2 PAGE HORIZONTAL

7.625" w x 4.5" h

#### 1/2 PAGE VERTICAL

3.6875" w x 9.25" h

#### 1/4 PAGE

3.6875" w x 4.5" h

#### 1/6 PAGE

3.25" w x 2.375" h

### Electronic Specifications

The following specifications are for MAC files only. Please contact Cape Business at 508-385-4445 regarding PC files.

#### APPLICATIONS ACCEPTED

QuarkXpress 4.0, 5.0  
Illustrator 9 (EPS with type converted to outlines)  
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 or call for access to 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.

#### COLOR PROOFS

We require a proof created from a SWOP certified system. For an additional charge, we can create an 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  
508-385-3811 ■ 508-385-7488 Fax ■ cbprod@capebusiness.net