

## Personal Finance

### Baby boomers and their retirement

“The boomers are coming, the boomers are coming ...”

#### WHAT

They are not your parents' retirees. This new breed is coming to Cape Cod in droves, but they don't plan to stop working. They will be reinventing themselves to remain economically productive, personally creative and financially secure. This is the second of three Personal Finance publications from Cape Business planned for 2007.

#### WHO

A perfect marketing opportunity for financial services companies, banks, mortgage lenders, insurance companies, real estate companies, accountants, luxury goods retailers, automobile and boat dealers, antiques dealers, attorneys and auction houses.

#### WHEN

**Publication Date:** Mid-July 2007

**Advertising Deadline:** May 29, 2007

#### ADVERTISING INVESTMENT

Special rates available for advertising in both Personal Finance and Cape Business.

Ad Size	Personal Finance	Cape Business/ Personal Finance Combined*
Full-page	\$3,000	\$3,990
2/3 page	\$2,280	\$3,035
1/2 page	\$2,040	\$2,715
1/3 page	\$1,320	\$1,760
1/4 page	\$1,140	\$1,520

\*July/August edition of Cape Business

#### EDITORIAL OUTLINE

- Pre-retirement checklist
- Do annuities make sense?
- Healthy living/golf/boating
- Managing your IRA/401(k)
- Retirement planning for entrepreneurs
- Travel planning
- Rapid-fire savings for retirement
- Working on your terms
- Home entertainment
- Exiting your business

#### YOUR VALUE ADDED

- Use this special supplement to reach some of the most influential business leaders and decision makers throughout the Cape.
- This special edition will be mailed to 20,000 of the best demographics Cape Business has to offer - 60,000+ readership.
- A second-home owner mailing is available on a sponsorship basis - call for details.

#### TARGETED DISTRIBUTION

- 20,000 copies to homeowners with property values of \$600K+
- 80% Massachusetts residents
- 51% Cape Cod residents
- 49% Second-home owners  
57% of these are from Massachusetts

#### PREMIER POSITIONS

- Back Cover - 25% Premium
- Inside Front/Back - 15% Premium
- Page 3 - 15% Premium
- Requested Placement - 10% Premium

#### TO ADVERTISE CONTACT US:

Bob Viamari 508-385-3811  
Bob@capebusiness.net

Lisa Braun 508-385-3811  
Lisa@capebusiness.net

## Special Edition

### 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

### 2/3 PAGE

5" w x 10.125" h

### 1/2 PAGE

7.625" w x 4.938" h

### 1/3 PAGE VERTICAL

2.375" w x 10.125" h

### 1/3 PAGE SQUARE

5" w x 4.938" h

### 1/4 PAGE

3.688" w x 4.938" h

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## Electronic Specifications

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

### APPLICATIONS ACCEPTED

QuarkXpress v5.0 to v7.0  
Illustrator CS (EPS with type converted to outlines)  
Photoshop CS (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 and DVD

### ELECTRONIC SUBMISSION OF ADS

Ads meeting specifications can be sent via email to cbprod@capebusiness.net if file size is under 5MB. Please access our FTP site for files larger than 5MB. We must receive a fax or hard copy 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, user: cbartwork, password: capebusiness

### 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