

Sandwich: Cape Cod Begins Here

WHAT

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

WHEN

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

Space Deadline: January 31, 2007

Ad Material Deadline: February 6, 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 Sandwich area residents, including second homeowners.
- Additional copies of this special section will be distributed separately under the guidance of the Sandwich 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

Chamber Member Rates

Full-page: \$2,080

Half-page: \$1,424

Quarter-page: \$796

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

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