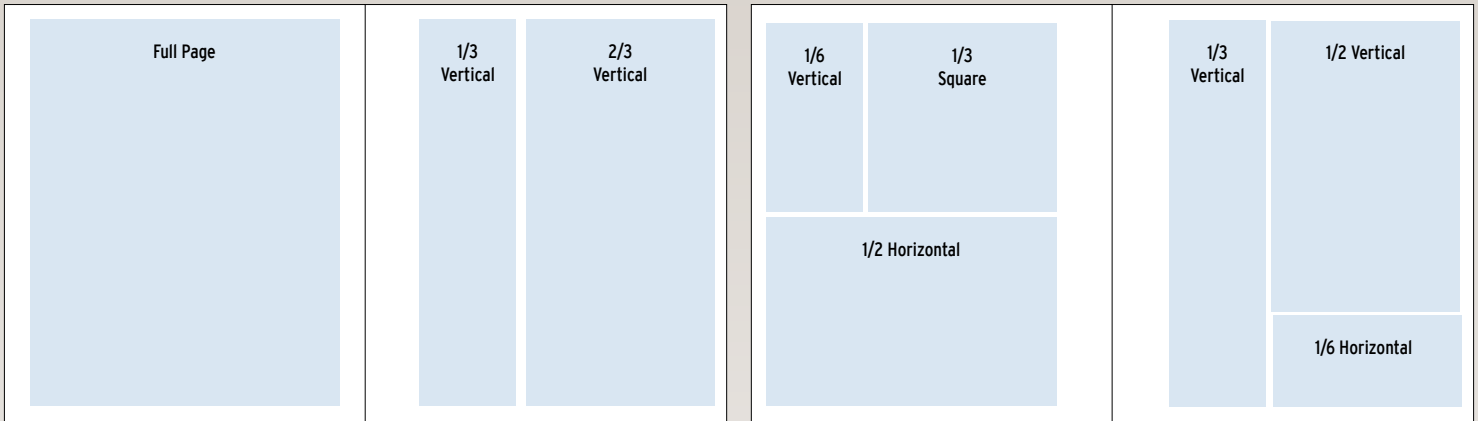


2018 Ad Sizes & Electronic Specifications



| | STANDARD SIZE | | |
|---|---------------|---|--------|
| | width | x | height |
| Full Page Trim Size | 9 | x | 10.875 |
| Live Area (content must fall within this area) | 8.375 | x | 10.375 |
| Bleed Size* (1/8" all around trim size, no live content) | 9.25 | X | 11.125 |
| 2/3 Page | 4.875 | x | 10 |
| 1/2 Horizontal | 7.625 | x | 4.875 |
| 1/2 Vertical | 4.875 | x | 7.5 |
| 1/3 Square | 4.875 | x | 4.875 |
| 1/3 Vertical <small>limited space</small> | 2.5 | x | 10 |
| 1/6 Horizontal | 4.875 | x | 2.5 |
| 1/6 Vertical | 2.5 | x | 4.875 |

* In printing, bleed is printing that goes beyond the edge of where the sheet will be trimmed. The bleed is the area to be trimmed off. The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper, and design inconsistencies.

| DIGITAL SPECIFICATIONS | | SIZE (pixels) | | |
|------------------------|-----------------|---------------|---|--------|
| | | width | x | height |
| Email Newsletter | Standard Banner | 120 | x | 125 |
| | Large Banner | 468 | x | 60 |
| Web Banners | Rectangle | 180 | x | 150 |
| | Leader Board | 728 | x | 90 |

Electronic Specifications:

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

APPLICATIONS ACCEPTED

Preferred: Adobe Acrobat 8.0 (PDF file, high resolution, embed all fonts)
 InDesign CS6 or earlier
 Illustrator CS6 (with type converted to outlines and file saved as EPS)
 Photoshop CS6 (saved as TIFF or EPS)

GRAPHICS

EPS and TIFF format only. Line art must be at least 1200 dpi and photos should be 300 dpi or higher at the size to be printed. 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.

COMPRESSING FILES

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

REMOVABLE MEDIA ACCEPTED

CD, DVD

SUBMITTING ADS

Ads meeting specifications can be sent:

Via email: to cbprod@capeplymouthbusiness.com

Via a file sharing site.

Please specify advertiser name and the insertion issue when submitting.

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 & Plymouth Business
 923 Route 6A - Unit D
 Yarmouth Port, MA 02675
 508-385-3811, Fax: 508-744-7627
cbprod@capeplymouthbusiness.com