



Ad Specs

AD SIZES

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

1/3 PAGE SQUARE

5" w x 4.938" h

1/2 PAGE

7.625" w x 4.938" h

1/4 PAGE

3.688" w x 4.938" h

1/6 PAGE

2.375" w x 4.938" h - vertical
5" w x 2.344" h - horizontal

PRODUCTION CONTACT

Production Coordinator
Cape Business
704 Main Street, Route 6A
508-385-3811
508-385-0807 Fax
cbprod@capebusiness.net

Electronic Specifications:

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

APPLICATIONS ACCEPTED

QuarkXpress 6.0
Illustrator CS (with type converted to outlines and file saved as EPS)
Photoshop CS (saved as TIFF or EPS)
Adobe Acrobat 8.0 (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

EMAIL ADS

Ads meeting specifications can be sent via email to 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, 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.