

Electronic Specifications:

AD SIZES

Full Page9 9/16 x 11 1/8	3/8 Vertical4 11/16 x 8 5/16	1/4 Horizontal9 9/16 x 2 11/16
3/4 Vertical7 1/8 x 11 1/8	3/8 Horizontal7 1/8 x 5 1/2	1/8 Vertical2 1/4 x 5 1/2
1/2 Vertical4 11/16 x 11 1/8	1/4 Square4 11/16 x 5 1/2	1/8 Horizontal4 11/16 x 2 11/16
1/2 Horizontal9 9/16 x 5 1/2	1/4 Vertical2 1/4 x 11 1/8	

The following specifications are for MAC files only. PC files are acceptable if they follow specifications.

APPLICATIONS ACCEPTED

Preferred file format: Adobe Acrobat 8.0 (PDF file, high resolution, embed all fonts)
QuarkXpress 7.0
Illustrator CS (with type converted to outlines and file saved as EPS)
Photoshop CS (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. 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

EMAIL ADS

Ads meeting specifications can be sent via email to cbprod@capebusiness.net or access our FTP site. Be sure to specify Cape & Plymouth Business and the issue when submitting your ad. FTP Login Information: [ftp.capebusiness.net](ftp://ftp.capebusiness.net), user: [cbartwork](ftp://ftp.capebusiness.net), password: [capebusiness](ftp://ftp.capebusiness.net)

COLOR PROOFS

We recommend a proof created from a SWOP certified system. If a proof is not submitted, Cape & Plymouth Business will not be responsible for color accuracy.

PRODUCTION CONTACT

Production Coordinator
Cape & Plymouth Business
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