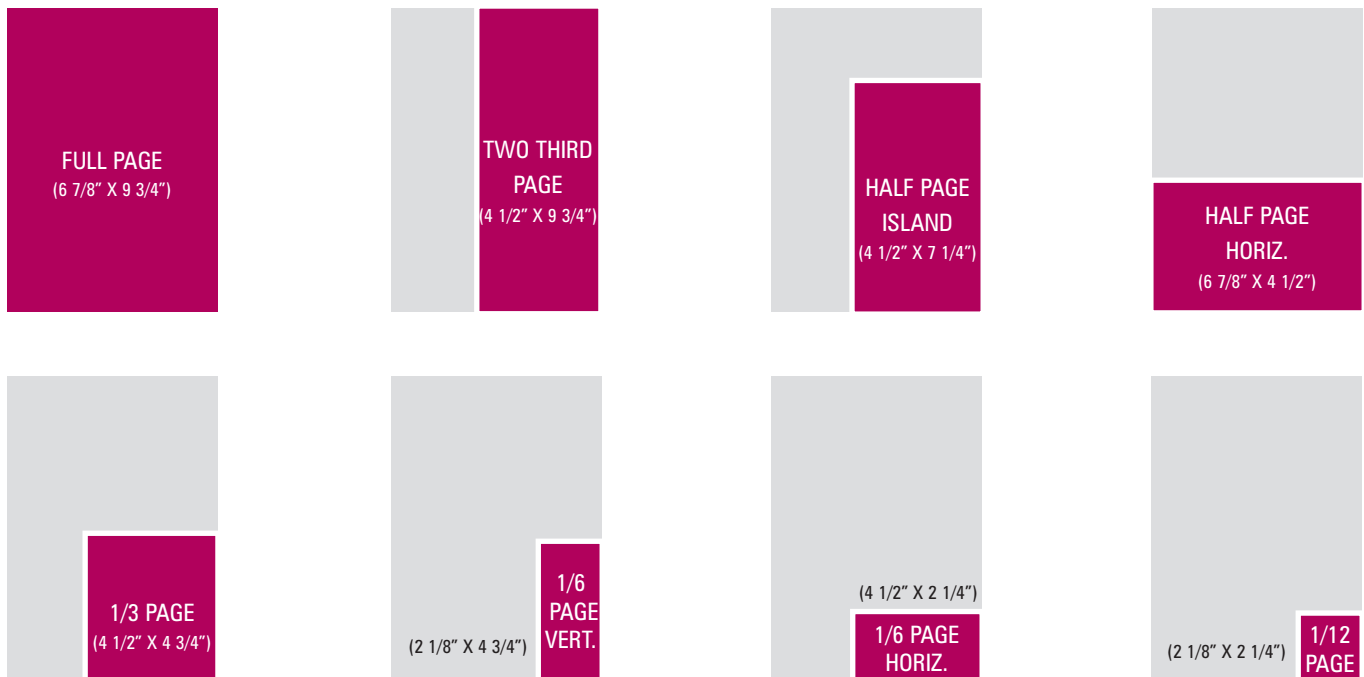


Thank you for advertising with Cape Cod View. Please ask your sales representative for additional information regarding special ad placement and monthly specials. Bleed ads should have live matter 0.25" from trim edges. Double-page-spread bleed ads should have live matter 0.25" from gutter.



2006 Ad Deadlines

<i>2006 Issue</i>	<i>Space & Materials</i>	<i>Final Approved Ads</i>
January/February	November 9	November 15
March/April	January 9	January 18
May	March 15	March 22
June	April 12	April 19
July	May 17	May 23
August	June 14	June 21
September/October	July 19	July 26
November/December	September 13	September 20

Magazine Printing Specifications

Printing Process	Web Offset
Binding	Perfect Bound
Trim Size	8.125" x 10.875"
Line Screens	150 line
Color	Matched four-color process
Bleeds	0.25" beyond top, bottom and sides. Live matter 0.25" from trim.

Material Requirements

Colors

All color ads must be in CMYK process color and meet SWOP standards. This includes any spot or Pantone colors. If you experience any problems in converting colors to CMYK, call your advertising sales representative.

Media and Files

All artwork should be supplied on CD ROM. Cape Cod View is produced on a Macintosh. All application files must therefore be Mac compatible.

On the supplied CD ROM, please include the following:

- Ad file (can be supplied in InDesign 2.0 or later, QuarkXpress 5.0 or later, Illustrator eps, Photoshop tiff, or as a high-resolution pdf file)
- Screen and printer fonts (don't forget these!)
- Art files, i.e. high-resolution photos (tiff, jpeg), eps graphics, etc.
- For color ads, please provide a high-quality color proof. If this is not possible, Cape Cod View will output one for you from your file for a minimal fee.

Adobe Illustrator eps files are also accepted, please have all type/fonts converted to outlines. You can also send your ad saved as a Photoshop TIFF (in CMYK).

All supplied materials must be accurate and correct and in accordance with SWOP and Cape Cod View requirements. Any changes or alterations requested by the advertiser must be in writing and received by the materials closing date. A late charge will be applied to materials received after the closing date.

If you have any questions regarding what to send, please don't hesitate to call our **art department at 508-862-1590**.

Material Requirements

Scans & Photos

All scanned images and photos must have a resolution of 300 dpi and be provided as CMYK images, not RGB.

Digital Cameras

All digital cameras store pictures at 72 dpi regardless of its mega-pixel rating. It is therefore necessary to convert the picture to 300 dpi in order for it to be *camera* or *press ready*. If you need assistance in converting the image, please call our art department.

Design Services

Cape Cod View offers professional design and production services to help you create or modify your ad. This service is available at a minimum fee and includes design and production of one ad with client-supplied copy, photos, artwork and company logo. All photos and artwork must be of reproduction quality (300 dpi). Speak to your sales representative or call our art department.

Ad Material Submissions

Mail artwork to: Cape Cod View, 319 Main Street, Hyannis, MA 02601
Attn: Art Department. Email: ads@capecodonline.com. Fax: 508-862-1593

Questions? Please call our art department at 508-862-1590.

PEOPLE, PLACES, ENTERTAINMENT, THEATER, MUSIC, ART,

CAPE COD VIEW™

HOME DESIGN, FINE DINING, FASHION, TRAVEL & SO MUCH MORE