

Best Read Guide Cape Cod 2012 RATES

Published 6 times a year monthly from May through October

Black and White Rates

	<u>6 Months</u>	<u>4-5 Months</u>	<u>2-3 Months</u>
Full Page	\$3196 per issue	\$4258 per issue	\$5262 per issue
1/2 Page	\$1680 per issue	\$2252 per issue	\$2793 per issue
1/4 Page	\$ 892 per issue	\$1159 per issue	\$1466 per issue
1/8 Page	\$ 459 per issue	\$ 609 per issue	\$ 763 per issue
1/16 Page	\$ 230 per issue	\$ 305 per issue	\$ 382 per issue

Rates are NET to agencies. 2 issue minimum.

*November-April edition is FREE to 6-issue advertisers.

Monthly Color Charges

Color increases readership 64%

1-2 extra colors, \$100. Four-color process, \$200.

Full Color Cover Positions

Back Cover	(Full Page)	\$5483 per month
Inside Back or Front	(Full Page)	\$5151 per month
Inside Back or Front	(Half Page)	\$2752 per month

Covers are sold for 6 issues only.

Ad Sizes

<u>Ad Size</u>	<u>Picas</u>	<u>Inches</u>
Full	27W x 40 ^{1/2} H	4 ^{1/2} "W x 6 ^{3/4} "H
1/2 Vertical	13W x 40 ^{1/2} H	2 ^{1/8} "W x 6 ^{3/4} "H
1/2 Horizontal	27W x 20H	4 ^{1/2} "W x 3 ^{5/16} "H
3/8 Vertical	13W x 30H	2 ^{1/8} "W x 5"H
3/8 Horizontal	27W x 15H	4 ^{1/2} "W x 2 ^{1/2} "H
1/4 Vertical	13W x 20H	2 ^{1/8} "W x 3 ^{5/16} "H
1/4 Horizontal	27W x 10H	4 ^{1/2} "W x 1 ^{5/8} "H
3/16 Vertical	13W x 15H	2 ^{1/8} "W x 2 ^{1/2} "H
3/16 Horizontal	27W x 7 ^{1/2} H	4 ^{1/2} "W x 1 ^{1/4} "H
1/8 Vertical	13W x 10H	2 ^{1/8} "W x 1 ^{5/8} "H
1/8 Horizontal	27W x 5H	4 ^{1/2} "W x 1 ^{3/16} "H
1/16 Horizontal	13W x 5H	2 ^{1/8} "W x 1 ^{3/16} "H

ALL DEADLINES ARE THE FIRST DAY OF THE PRIOR MONTH

Mechanical Specifications

Magazine trim size is 5^{1/4}" X 7^{1/2}". For full bleed, add 1/8 inch on all sides. We accept print ready PDFs. Contact us regarding any other type of file. All screen and printed fonts must be included. Images **MUST** be CMYK process, minimum 300 dpi, line art must be minimum 600 dpi. You can submit files on CDs, DVDs or via email to maggie@cape.com.

Best Read Guide / CAPE COD

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