



# Cape Cod Canal Region Chamber of Commerce

## 2020 Guidebook

### ADVERTISING ORDER FORM

**Deadline for Ad Space Reservations: December 1, 2019**  
**Deadline for all Ads, Materials & Final Payment: February 1, 2019**

#### Ad Type and Size

	<b>Rate</b>	<b>50% Payment</b>
■ Back Cover Full Page (5.25" x 8.25")	\$2,200.....	\$1,100
■ Front Inside Cover Full Page (5.25" x 8.25")	\$2,500.....	\$1,250
■ Back Inside Cover Full Page (5.25" x 8.25")	\$1,900.....	\$950
■ Full Page (5.25" x 8.25")	\$1,600.....	\$800
■ ½ Page (4.375" x 3.625")	\$1,225.....	\$612.50
■ ¼ Page Horizontal (4.375" x 1.75")	\$775.....	\$387.50
■ ¼ Page Vertical (2.125" x 3.625")	\$775.....	\$387.50
■ 1/8 Page (2.125" x 1.75")	\$540.....	\$270
■ 1/16 Page (2.125" x .75")	\$325.....	\$162.50
■ Red Bold Listing (Directory Listing Enhancement)	\$75.....	\$37.50

#### IMPORTANT INFORMATION

##### ARTWORK FOR ADS

Please provide your Company's contact information for submitting artwork and for proofing purposes.

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

- Use 2019 Ad
- We Need an Ad Created
- We will submit our own Ad (PDF or High Res Jpeg)

Art to:

[member@capecodcanalchamber.org](mailto:member@capecodcanalchamber.org)

Specifications on reverse side.

#### COMPANY INFORMATION

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Check

Credit Card

Invoice

Advertising Price \$ \_\_\_\_\_

-50% Nonrefundable Deposit Due Now \$ \_\_\_\_\_

**Total Due 2/1/19 \$ \_\_\_\_\_**

Signature \_\_\_\_\_ Date \_\_\_\_\_

All payments must be received within ten business days after your order. Checks payable to Cape Cod Canal Region Chamber **OR** call office with credit card info.

#### Cape Cod Canal Region Chamber of Commerce

70 Main Street, Buzzards Bay, MA 02532 Phone: 508-759-6000, x-10 Fax: 508-759-6965  
Email: [member@capecodcanalchamber.org](mailto:member@capecodcanalchamber.org) Website: [www.capecodcanalchamber.org](http://www.capecodcanalchamber.org)

**FULL PAGE**  
**5.25" x 8.25"**

**½ PAGE**  
**4.375" x 3.625"**

**¼ PAGE VERTICAL**  
**2.125" x 3.625"**

**1/8 PAGE**  
**2.125" x 1.75"**

**¼ PAGE HORIZONTAL**  
**4.375" x 1.75"**

**1/16 PAGE**  
**2.125" x .75"**

## MATERIALS REQUIREMENTS

### Placement:

All ads are ROP (Run of Publication) except where an advertiser has specifically paid for a preferred or guaranteed position. Important Note: Previous year's Preferred Position advertisers have right of first refusal for this year.

### General Guidelines:

Color ads are defined as using 2 or more of the process colors (Cyan, Magenta, Yellow and Black). Special colors are not available. Any and all supplied materials are presumed to be correct and in accordance with Specifications for Web Offset Lithography (SWOP) and stated requirements. Publisher will not be held liable for printing complications which may arise due to receipt of non-conforming materials. Publisher cannot guarantee legibility of 4-color reverse type below 10 point and black & white reverse type below 6 point. If we encounter a minor problem with your ad, we will attempt to fix it and let you know what the problem was. If we cannot fix it, we will ask you to correct the problem and submit a revised file assuming our deadline permits it.

### Prep Specifications:

- 150 line screen / 300 dpi.
- If at all possible, do not compress your files.
- For advertising materials supplied with request for use of Pantone Matching System inks, publisher reserves the right to convert to process match colors. Offset reproduction may not match computer generated color proofs.

### File Format:

- High resolution CMYK PDF with fonts embedded
- JPG at 300 dpi
- Native InDesign for Mac with fonts and graphics

**Submitting Files:** Email files to [info@capecodcanalchamber.org](mailto:info@capecodcanalchamber.org)

Deadline for Space Reservation: Friday, December 1, 2018

Deadline for Ad, Materials, & Final Payment: Thursday, February 1, 2019

**All ads require a minimum 50% non-refundable deposit and credit information on contract.  
Ad balance must be paid by 2/1/18 unless payment plan is made with the Chamber in writing.**

Marie Oliva, President & CEO  
Cape Cod Canal Region Chamber of Commerce  
70 Main Street, Buzzards Bay, MA 02532  
508-759-6000, x-12  
[moliva@capecodcanalchamber.org](mailto:moliva@capecodcanalchamber.org)