

2007 Material Requirements

General Guidelines: Any and all supplied materials are presumed to be correct and in accordance with SWOP and stated requirements. Any and all requested changes or alterations to materials supplied to Cape Cod Life Publications by an advertiser must be in writing and done so in accordance with the materials closing dates. Any and all materials received or altered after the appropriate materials closing date will be subject to late handling charges. 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.

Proof changes and disk intervention on supplied disks will be charged to the advertiser, except for corrections of publisher's errors. Publisher will pull a press quality digital proof when one is not supplied, subject to charge.

Printing Specifications: 20-22% dot gain in midtone values. Heat-set web offset. Perfect binding. Jogs to head.

Prep Specifications: 150 line screen. For black & white advertisements, halftone density should be 80%, not to exceed 85% in the darkest or shadow areas. In the lightest or highlight areas, halftone density should be a minimum of 5% and a maximum of 7%. For 4-color advertisements, maximum density in any one area of all colors is not to exceed 280%. For advertising materials supplied with request for use of Pantone Matching System inks, publisher reserves the right to convert to process match colors, as needed. Offset reproduction may not match computer generated color proofs.

Disks: Supplied disks must be accompanied by a laser proof printed at 100% and must include full program identification, all related screen and printer fonts, documents, and encapsulated files. A publication grade press quality digital proof must be supplied with all 4-color files. If one is not supplied, publisher will output a proof for color approval, subject to charge. Disks must only include advertisement related materials. Advertiser should be sure they have a duplicate copy of all electronic materials. Publisher is not responsible for any non-pertinent information on disks supplied.

Proofs: The following digital proofs are acceptable for color, provided they have been calibrated to SWOP standards. For more information on SWOP standards, see their website at www.swop.org. If a proof cannot be provided within SWOP standards, Cape Cod Life Publications will pull a proof at the advertiser's expense. Imation Matchprint™ Digital Halftone Proof CreoScitex Trendsetter Spectrum™ or Proofsetter Spectrum™, Kodak Approval Digital Color Proofing System, IRIS Pro SWOP, FUJI PictroProof, FUJI FinalProof, DuPont Digital WaterProof®, Polaroid PolaProof® Digital Halftone Proofing System.

Analog proofs (Note: analog proofs which are made from film, are acceptable. However, do NOT supply film in place of digital file.) Imation Matchprint™ SWOP Lo-Gain Negative Color Proofing System, FUJI ColorArt® System CR-T4 SWOP, DuPont WaterProof®, AGFA Pressmatch® Dry Negative Proofing System, AGFA Pressmatch® Aqueous Negative Proofing System.

Handling & Disposition of Materials

All advertising materials should be shipped securely and packed and identified as to issue(s) of insertion, advertiser and agency of record and special instructions, if any. Materials received for insertion will not be released until after publication of issue. Requests for return of materials must be done in writing. Please allow 48 hours for processing. All materials will otherwise be kept on hand by publisher for one full year following original date of insertion. All materials are destroyed one year after last insertion.

CONTACTS

Phone 508-775-9800

Advertising Sales Coordinator: Hillary MacDonald, ext. 34
hmacdonald@capecodlife.com
Production Manager: Martha A. Leavitt, ext. 11
mleavitt@capecodlife.com

Shipping Address

Send your package to Cape Cod Life Publications, 270 Communications Way, Bldg. #6, Hyannis, MA 02601. Be sure to ship via trackable carrier. Attn: Hillary MacDonald.

FTP Site

Upload your files to the Cape Cod Life FTP site. Using Fetch or another file retrieval software:

Host: ftp.capecodlife.com
User ID: capecodlife_guest
Password: guest

MACINTOSH FORMAT

- QuarkXPress
- Adobe Photoshop – (saved as a TIFF or EPS file)
- Adobe Illustrator – (with type converted to paths and saved as an EPS file)

IBM/PC FORMAT

Cape Cod Life's in-house design department is not IBM/PC compatible and will not be able to read or perform disk intervention on IBM/PC files. Advertisers with IBM/PC systems may call ahead to discuss compatibility with Cape Cod Life's pre-press house. Macintosh fonts will be substituted for PC fonts in some cases.

PDF

PDF 1.3 or 1.4 or PDFx1a files are acceptable.

FONTS

Please include both the screen and printer fonts when using Postscript fonts on your disk. Cape Cod Life will substitute Macintosh fonts for PC fonts in some cases. Please include the names of your PC fonts on the hard copy printout.

SCANS

Black & White Hi-resolution black & white photographs or artwork should be scanned at 300 dpi in grayscale at 100% of final print size. Screened tone values which exceed 85% will print as a solid. Any dot under 3% may drop to white.

4-Color: Scan is to be saved as CMYK, not RGB. Hi-resolution 4-color images imported directly into the document are preferred. In the event that you are only able to supply a linked "position only" scan, additional charges will be incurred to scan your image and place it in your layout. Please be sure to supply the original photo or artwork if we are to make hi-resolution scans.

- Optimum resolution is 300 dpi at 100% of final print size. Do not enlarge 300 dpi images more than 112%. TIFF files containing text should be at 600, 800 (preferably) 1200 dpi.

COLORS

All color appearing in your ad must be built from process colors (CMYK). Spot color ads, two and three color ads should be built from CMYK. If it is not possible to build your ad from process colors, call your advertising sales representative to discuss PMS ink charges.

COMPATIBLE MEDIA

- Zip disk
- CD ROM

WHAT TO SUPPLY ON DISK

In order to assure that your files are properly output, the following must be included:

- The ad file
- Screen and printer fonts used in the ad (postscript only).

Cape Cod Life Publications

Please note: fonts need to be included even if the ad is saved as an EPS file. Look closely for any EPS files embedded within the ad (e.g., a logo) which may use fonts and be sure to include them as well.

- All art files used in the ad
- Laser printout at 100%. Please note: if it is not possible to print lasers at 100% you must indicate the percentage at which the ad is printed.
- For 4-color ads please supply a publication grade press quality digital proof. If one is not supplied with the ad, Cape Cod Life will pull one for color approval and charge back to advertiser.
- A printout of the disk's contents

MISCELLANEOUS

- If at all possible, do not use compression software on your files
- If files are supplied as one composite EPS or Postscript file, please supply the component/application files separately as well, in the event that the files do not image properly
- Do not submit color files for black & white ads
- Use a disinfectant software before sending your disk
- All disks will be returned after the issue is published provided your name and address are clearly marked on the disk
- Any intervention by Cape Cod Life or its pre-press house will result in production charges to the advertiser. 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 on disk via overnight delivery assuming our deadline permits it.

The most common problems include images that are too low-resolution, missing Macintosh screen and/or printer fonts, incorrect ad sizes, images not converted to CMYK, text outside the safety area, excessive density of tone, ads created in non-standard or Windows applications, and embedded color profiles that add LAB color.

DIGITAL CAMERAS

Today's digital cameras range from 2.0 to 5.0 mega pixels. These cameras still only take a picture at 72 dpi (dots per inch). Print images need to be at 300 dpi. In order to achieve this higher resolution, the original 72 dpi image needs to be at a very large size before conversion to 300 dpi to print at an appropriate size in Cape Cod Life.

If you have further questions or concerns, please call the Production Department at 508-775-9800.

Original Photo:
A 4.0 mega pixel camera
will take a 31" x 23"
at 72 dpi

Converted Photo:
After conversion the same
photo will measure
7.5" x 5.6" at 300 dpi.

