

SUMMERGUIDE

CAPE COD

2016 Media Kit



SUMMERGUIDE

CAPE COD

We'd like to introduce you to the SummerGuide, a full-color glossy guide to Cape Cod that is published annually and distributed Cape-wide all summer from Memorial Day through Labor Day. Created in 1995, it has grown in scope and circulation to become the hugely popular guidebook it is today. In this our 21st year, 58,000 copies will be used by visitors as a handy walk-around guide. SummerGuide is distributed at the Chamber of Commerce Visitor Information Centers of every town on the entire Cape plus the Cape Cod Regional Chamber of Commerce and the Mid Cape Highway Visitor Information Center located between Exits 6 and 7 on Route 6. Vacationers also pick them up at approximately 200 other locations around the Cape; the hotel, inn or B&B where they're staying, shops, galleries, museums, ferry terminals, restaurants or real estate rental kits. Plus the entire guide including links to all our advertisers websites is also available in digital format at www.summerguidecapecod.com.

The SummerGuide features:

- **Things to Do:** Ideas for visitors with maps, event listings, concerts, parades and fairs. Information about biking, hiking, fishing, kayaking, whale watches, beaches, museums, summer theater, art exhibits, festivals, golf, the Cape Cod Baseball League and more.
- **Shops and Galleries** arranged geographically by town and offering descriptive paragraphs with information about each.
- **Shopping Sampler:** A photo montage of specialty items from the shops of our advertisers arranged geographically with shop location information.
- **Gallery Hopping:** A montage of paintings and sculpture from the art galleries of our advertisers with gallery information.
- **Feature articles** highlighting destination towns.
- **Dining Guide** offering descriptive paragraphs about each restaurant and featuring a Menu Sampler from our advertisers.
- **Staying Here** featuring lodging, real estate rentals and sales.
- **Advertiser Directory** by business category, with map location.

Our advertisers reach their target market: thousands of summer vacationers on Cape Cod looking for quality shops, galleries, restaurants and things to do. Please check our Rate Sheet for specific rate and distribution information. All rates include free graphic design services to create your ad. For more information please contact our Advertising Sales Department. We look forward to working with you and helping you increase your business!

SUMMERGUIDE, 179 HARVARD STREET, EAST BRIDGEWATER, MA 02333

TEL: 508.456.4038 FAX: 508.456.4039

INFO@SUMMERGUIDECAPECOD.COM

WWW.SUMMERGUIDECAPECOD.COM

SUMMERGUIDE 2016

RATES & INFORMATION

58,000 SUMMERGUIDE DISTRIBUTED THROUGHOUT THE SUMMER

ONE AD COVERS THE ENTIRE CAPE FOR THE ENTIRE SEASON

MEMORIAL DAY THROUGH LABOR DAY

Quarter, half & full page ads include an 80 word descriptive paragraph about your business.

Quarter, half & full page ads for **shops** also include a photo and caption in the **Shopping Sampler**.

Quarter, half & full page ads for **galleries** also include a photo and caption in the **Gallery Hopping** pages.

Quarter, half & full page ads for **restaurants** include your logo and 25 words in the **Menu Sampler**.

All ads include a listing in the advertiser directory with map location.

Full Page1,550	Front Cover2,575
Half Page1,175	Back Cover2,325
Quarter Page890	Inside Covers.....2,100
Eighth Page575	Page One1,675
Digital Link Ad..... 100	

RATES INCLUDE FREE DESIGN SERVICES TO CREATE YOUR AD

NON-PROFIT RATES AVAILABLE

50% DEPOSIT REQUIRED WITH SIGNED CONTRACT

VISA/MASTERCARD/DISCOVER/AMERICAN EXPRESS ACCEPTED

The prices listed above include full color.

OVER 200 DISTRIBUTION LOCATIONS CAPE WIDE:

SummerGuide is distributed at the Chamber of Commerce Visitor Information Centers of every town on the entire Cape, the Cape Cod Regional Chamber of Commerce and the Mid Cape Highway Visitor Information Center located between Exits 6 and 7 on Route 6.

Plus:

- BED & BREAKFASTS, INNS, HOTELS & MOTELS
- REAL ESTATE INFORMATION KITS
- ADVERTISER'S PLACES OF BUSINESS
- SHOPS, GALLERIES AND MUSEUMS
- RESTAURANTS
- FERRY TERMINALS

OUR READERS USE SUMMERGUIDE MAGAZINE REGULARLY FOR:

- MAPS
- PLACES TO STAY
- RESTAURANTS
- THINGS TO DO
- GENERAL INFORMATION
- SIGHTSEEING IDEAS
- SHOPPING
- CALENDAR OF EVENTS
- REAL ESTATE INFORMATION
- VACATION PLANNING FOR FRIENDS AND FAMILY

For more information

TEL: 508.456.4038 FAX: 508.456.4039

INFO@SUMMERGUIDECAPECOD.COM • WWW.SUMMERGUIDECAPECOD.COM

SUMMERGUIDE 2016

Guidelines for Submitting Ad Material - Deadline March 15, 2016

WHEN YOU PURCHASED AN AD...

- We need your ad material (see below)
- We need an 80 word paragraph describing your business
- If you own a shop or gallery we also need a photo for the Shopping Sampler or Gallery Hopping page with a one line caption
- If you own a restaurant, we also need your logo and 25 words describing your specialties for the Menu Sampler

AD MATERIAL NEEDED IF WE'RE CREATING YOUR AD...

- We need artwork to prepare your ad. Please send high resolution (300dpi) photos or illustrations and a (300dpi) clean logo via email or CD.
We can scan high quality photographs if you do not have the computer images - please, no newspaper clippings, Xerox copies, or ads cut from another magazine. We need original material.
- WE CANNOT PICK UP IMAGES FROM YOUR WEBSITE – the resolution is too low and will not look good in print.
- We need to know exactly what you want your ad to say. You can send an older ad for us to refer to or give us a rough layout.
- Please indicate typeface and color preferences.

AD MATERIAL NEEDED IF YOU'RE SUBMITTING A CAMERA-READY AD OR SCANNED IMAGES...

- PDF files, images saved in a JPEG format can be emailed to us at: info@summerguidecapecod.com
Please send a CD if the file is too large to email. (all disks will be returned promptly)
- We will attempt to use a Windows disk if Macintosh is unavailable.
- Software: Indesign CS5.5, Photoshop CS5
- We cannot open Pagemaker or Publisher files, please export as a PDF
- Please include: ad support files (scans), fonts, a black & white or color proof and the ad document
- Define all colors as Pantone Process with process separations or CMYK
- Color and grayscale scan resolution must be 300 pixels per inch at 100% (linescreen is 133)
- Line art scan resolution must be 600 pixels per inch at 100%
- Save color scans in CMYK mode and TIF, EPS or JPEG format
- Save line art scans as a TIF or EPS

• AD SIZES:

Publication Trim Size.....	5 1/4 x 8 1/4	
Full Page with Bleed	5 3/4 x 8 3/4	(5.75 x 8.75 - Keep live matter within regular page dimensions)
Full Page.....	4 3/4 x 7 3/4	(4.75 x 7.75)
Half Page Vertical.....	2 1/4 x 7 3/4	(2.25 x 7.75)
Half Page Horizontal	4 3/4 x 3 13/16	(4.75 x 3.813)
Quarter Page Vertical.....	2 1/4 x 3 13/16	(2.25 x 3.813)
Quarter Page Horizontal.....	4 3/4 x 1 13/16	(4.75 x 1.813)
Eighth Page.....	2 1/4 x 1 13/16	(2.25 x 1.813)

For more information

SUMMERGUIDE, 179 HARVARD STREET, EAST BRIDGEWATER, MA 02333

TEL: 508.456.4038 FAX: 508.456.4039

INFO@SUMMERGUIDECAPECOD.COM • WWW.SUMMERGUIDECAPECOD.COM

SUMMERGUIDE *digital version!*

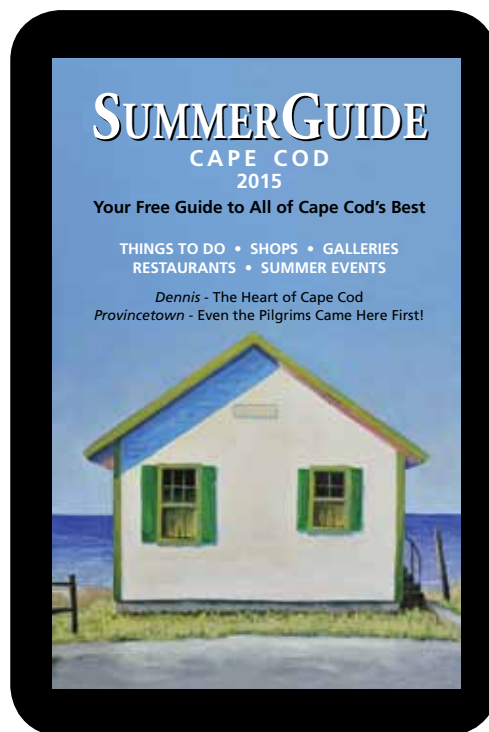
We're excited to announce that the 2016 edition of **SummerGuide Cape Cod** will be available once again in digital format. We're putting the entire full-color, high-quality guide online - feature stories, event calendars, and your advertisement, including a link to your website!

In addition to finding **SummerGuide Cape Cod** at approximately 200 locations around the Cape this summer the vacationers and tourists who become your customers will find the guide online at www.summerguidecapecod.com.

We're putting the digital guide where your customers want to find it, and letting them take it wherever they go:

- On the **iPad** or **tablet** they bring to the beach
- On the **laptop** or desktop **computer** where they're planning a vacation
- And on the **smart phone** they bring everywhere!
- And just like it's always been, **SummerGuide Cape Cod** online will be **FREE** to download, save and share.

We're adding more value to your listing every day – because what's good for your business, is good for our business.



SUMMERGUIDE

CAPE COD



2016

SPECIAL FEATURE

EASTHAM

Gateway to the
Cape Cod National Seashore

This May we will publish our 21st annual edition of SummerGuide Cape Cod. The SummerGuide was created in Provincetown in 1995 and has since grown to be a hugely popular walk-around and online guide for the entire Cape.

For the 21st anniversary 2016 edition we're creating a special feature focusing on Eastham.

Located on the outer Cape, Eastham has several beaches offering panoramic views of both Cape Cod Bay and the Atlantic Ocean. Known as The Gateway to the Cape Cod National Seashore, Eastham hosts thousands of visitors every summer attracted to the wide-open space nature lovers adore. Advertising in our 2016 edition will attract these visitors to your business.

Since 1995 the SummerGuide has proven to be a very success-

ful vehicle for our advertisers to reach their desired demographic audience of vacationers purchasing high quality goods and services on Cape Cod. We also offer it all online in our digital version at summerguidecapecod.com.

The 2016 SummerGuide will appear Memorial Day and 58,000 copies will be distributed at over 200 locations Cape-wide all season until Labor Day. SummerGuide is distributed at the Chamber of Commerce Visitor Information Centers of every town on the entire Cape, the Cape Cod Regional Chamber of Commerce and the Mid Cape Highway Visitor Information Center located between Exits 6 and 7 on Route 6. Our advertisers will also be highly visible through our distribution at inns, B&B's, hotels, motels, galleries, museums, restaurants, shops, ferry terminals and real estate company rental kits.

*For more information on this special feature
or to advertise in our 2016 edition please contact us
at 508-456-4038 or info@summerguidecapecod.com*