

Two New Publications, Twice the Marketing Impact

The Villages of Barnstable

In 2014, two custom magazines will be published by Cape Business Publishing Group LLC in association with the Hyannis Area Chamber of Commerce. *The Villages of Barnstable* will be published twice a year, spring and fall, to coordinate with two popular local events (The Annual Car Show and The Holiday Stroll) to maximize off-season exposure. This unique advertising opportunity is being offered to members of the Hyannis Area Chamber of Commerce.

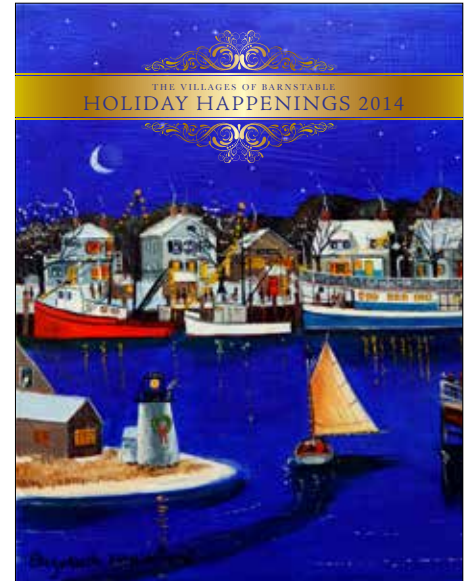
Use these custom magazines to reach your target market – some of the most influential high-wealth customers in our region. Your advertisement will be seen by key demographics on Cape Cod and the South Shore.

DEMOGRAPHICS:

- 4,000 Barnstable area residents
- 5,000 Plymouth County residents residing on the South Shore
- 10,000 select second-home owners at their primary off-Cape address living in all the Barnstable Villages, plus select homes in Dennis and Yarmouth

ADDED VALUE:

- Special village neighborhood pages to uniquely promote your brand
- 1,000 additional copies for advertiser distribution
- 5,000 additional copies will be made available by the Hyannis Chamber of Commerce to distribute at the 20th Annual Car Show
- Ad design and expert copy support offered for a nominal fee
- Special feature – digital magazine with links to all advertisers' websites



DISTRIBUTION: 25,000

PUBLICATION DATES:

Issue Date	Space Deadline	Mailing Date
Spring 2014	March 28, 2014	May 2014
Fall 2014	Sept. 5, 2014	October 2014

ADVERTISING RATES:

	1x Rate	2x Rate
Covers: inside front, inside back & back	\$2,900	\$2,100
Full Page:	\$2,350	\$1,750
Half Page:	\$1,750	\$1,250
Quarter Page:	\$940	\$695
Theme Page:	\$795	\$595

SPECIAL ADVERTISER DISCOUNT:

Advertise in the 2014 *Cape Cod Within Reach Guest Guide* and get the low 2x insertion rate for the *The Villages of Barnstable* magazines!

For more information, please contact:



**Surrounded by Beauty...
Filled with Fun**

Hyannis Visitor Center
(inside JFK Hyannis Museum)
397 Main Street
Hyannis, MA
(508) 775-7778 ext. 12
e-mail: Kelly@hyannis.com



The Villages of Barnstable Sample Layout



20TH ANNUAL CAR SHOW

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Car Talk

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THE VILLAGE OF HYANNIS

Theme Page Ad
Size: 3.6875" w x 4.25" h

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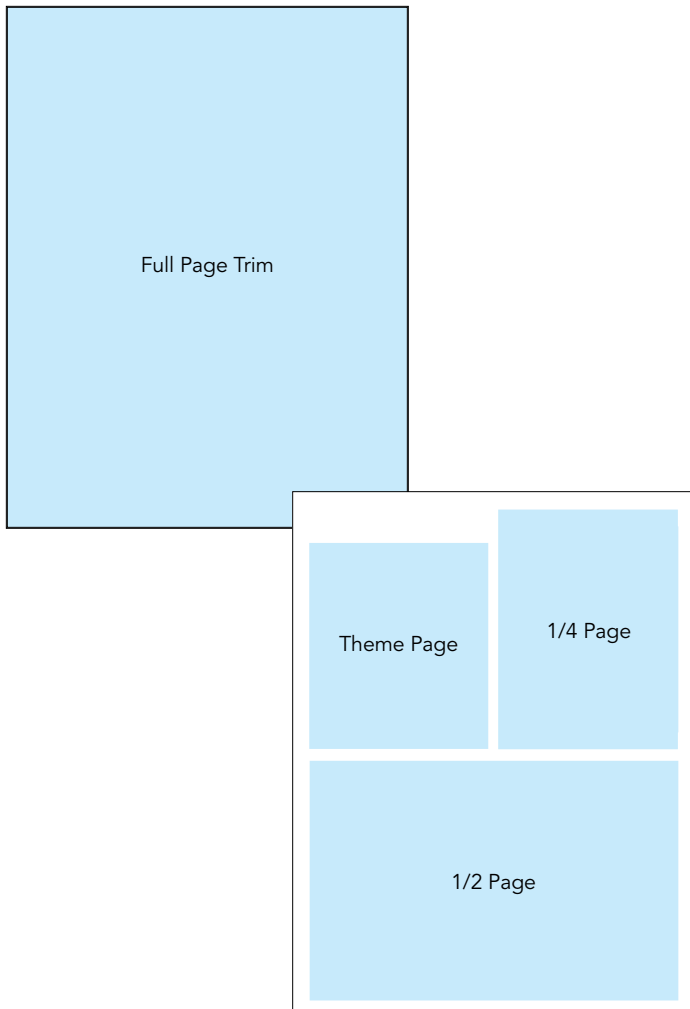
Hyannis Visitor Center
(inside JFK Hyannis Museum)
397 Main Street
Hyannis, MA
(508) 775-7778 ext. 12
e-mail: Kelly@hyannis.com



The Villages of Barnstable

Advertising Sizes and Specifications

	STANDARD SIZE		
	width	x	height
Full Page Bleed	8.875	x	11.375
Trim	8.375	x	10.875
Live Area	7.625	x	10.125
1/2 Page Horizontal	7.625	x	4.938
1/4 Page	3.688	x	4.938
Theme Page	3.688	x	4.25



ELECTRONIC SPECIFICATIONS:

The following specifications are for MAC files only. PC files are acceptable only if they follow PDF specifications below. Conversion fees may apply.

APPLICATIONS ACCEPTED

Preferred: Adobe Acrobat 8.0

(PDF file, high resolution, embed all fonts)

InDesign CS6 or earlier

Illustrator CS6 (with type converted to outlines and file saved as EPS)

Photoshop CS6 (saved as TIFF or EPS)

GRAPHICS

EPS and TIFF format only. Line art must be at least 1200 dpi and photos should be 300 dpi or higher at the size to be printed. We will not be responsible for the reproduction of graphic elements that do not meet these requirements and will reject unacceptable quality. Include all graphics files with your final document.

FONTS

Send both screen and printer versions. Send TrueType fonts for PC files. Remember to include fonts embedded in graphics files.

COLORS

Convert all EPS and TIFF files to CMYK before placing in final document.

COMPRESSING FILES

StuffIt or Zip compressed files accepted. Self-extracting files preferred.

REMOVABLE MEDIA ACCEPTED:

CD, DVD

SUBMITTING ADS

Ads meeting specifications can be sent via email to: Kelly@hyannis.com

Please specify advertiser name and the insertion issue when submitting

PRODUCTION CHARGES

Ads not submitted to our specifications, with advertiser's consent, will be reworked at a charge to the advertiser.



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