

Harwich

MAGAZINE

2016 Digital Advertisement Specifications

ELECTRONIC SPECIFICATIONS

APPLICATIONS ACCEPTED

PREFERRED: Adobe Acrobat CMYK high resolution PDF,
(embed all fonts)

ALSO ACCEPTABLE

- Illustrator CS5 or lower (with type converted to outlines and file saved as EPS)
- Photoshop CS5 or lower (saved as TIFF, EPS or PDF)
- Adobe InDesign CS5 or lower

GRAPHICS

EPS or TIFF format required. Send all graphics files with your final document.

- A. Line art should be at least 1200 dpi.
- B. Photos should be 300 dpi or higher.
- C. All color graphics should be saved as CMYK (not RGB).
- D. Care should be taken that graphics taken from the Internet are of high enough resolution to provide good print quality.

We will not be responsible for the reproduction of graphic elements that do not meet these requirements and will reject unacceptable quality.

COLORS

For color ads convert all EPS and TIFF files to CMYK before placing in final document.

QR CODES

A QR code (Quick Response code) is a unique barcode that is readable by dedicated QR barcode readers and smart phones. Advertisers are responsible for making sure that QR codes in their ads function properly.

COMPRESSING FILES

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

REMOVABLE MEDIA ACCEPTED

CD, DVD

PRODUCTION CHARGES

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

AD SIZES

Full page	trim	8.375"w x 10.875"h
	bleed	8.625"x11.125"
	live area	7.625"x10"
2 half pages (across a spread)		16"w x 4.875"h
2/3 page		5"w x 10"h
1/2 page		7.625"w x 4.875"h
1/3 page (vertical)		2.375"w x 10"h
1/3 page (square)		5"w x 4.875"h
1/4 page		3.6875"w x 4.875"h
1/6 page		2.375"w x 4.875"h

AD SUBMISSION

Send ads and ad proofs to:

Jeremy A. Gingras
Harwich Chamber of Commerce
One Schoolhouse Road
Harwich Port, MA 02646
508-430-1165
jeremy@harwichcc.com

Ads over 10mb should be sent via a file transfer program, such as, Dropbox, Hightail or WeTransfer.com.

PRODUCTION SUPPORT

For questions regarding file preparation, please contact:

Grouper Design
939 Rte 6A # F2
Yarmouth Port, MA 02675
(508) 744-7721
harwichads@grouperdesign.com