

Cambridge Co-Op Rewards “Build-An-Ad Program” Guidelines For Graphics

1. General Requirements For Co-Op Compliance For Print Advertisements

- All ads require approval prior to publication and must be comprised of material supplied in the Program. Any deviation necessitates prior approval.
- The Cambridge Pavingstones or Cambridge Landscape Wall Systems logo supplied must represent approx. 15% of the ad. Use of the Cambridge Logo medallion graphic and band with the Cambridge brand (supplied) along with a complete Cambridge logo counts in achieving the 15% minimum logo size requirement.

2. Available Co-Op Compliant Advertising Material

The following pre-approved, pre-designed ads and elements can be found at www.cambridgepavers.com in the distributor area of the site:

2a. Newspaper Advertisements. Pre-designed newspaper ads in standard advertising unit sizes are available in pdf formats for viewing as well as downloadable art files for publication. Language (copy) used in these ads may not be altered without obtaining permission from Cambridge in advance.

2b. Magazine Advertisements. Pre-designed, full-color magazine ads in pdf (for viewing only) are available in typical full-page magazine configurations but may require minimal production charges in order to adjust them to the mechanical requirements of specific publications. If you wish to use any of these ads as is, contact the Co-Op Advertising Coordinator at Cambridge for details.

Note: When designing an ad in another configuration other than what is supplied by Cambridge (or for different media other than newspaper or magazine), some language (copy) may be omitted — but not changed — with prior permission. Alternate photo images other than those displayed in the pre-designed ads are also available. Many of the other graphics shown in the pre-designed ads are also downloadable as individual design elements.

Help Desk: If you are unsure of how to use the material provided in the “Build-An-Ad Program”, contact the Cambridge Co-Op Advertising Coordinator at 201-933-5000.