



## Mechanical Specifications

Number of Issues: Published bimonthly

Publication Dates: February, April, June, August, October and December

Billing Dates: Each issue will be billed within one week of publication being distributed.

What kind of issue: Each of our issues covers news, legislation, regulatory issues, features, trucking statistics, etc. that affect the trucking industry in Arkansas and nationally. Our cover story profile is privately selected by our editors and revealed en masse with general publication distribution.

### Size Requirements:

FULL PAGE	- live area	7.5"w by 9.8125"d
	- trim size	8.5"w by 10.8125"d
	- bleed size	8.75"w by 11.06"d
HALF-PAGE DOUBLE TRUCK	- horizontal	15"w by 4.8125"d
TWO-THIRDS PAGE-	vertical	4.94"w by 9.8125"d
HALF PAGE	- horizontal	7.5"w by 4.8125"d
	- vertical	4.94"w by 7.31"d
THIRD PAGE	- square	4.94"w by 4.8125"d
	- vertical	2.29"w by 9.8125"d
SIXTH PAGE	- horizontal	4.94"w by 2.3"d
	- vertical	2.39"w by 4.8125"d

Other Items: Offset printed; 175 line screen

Production Details: 80# white enamel-coated paper; additional aqueous coating; four color process; saddle stitched.

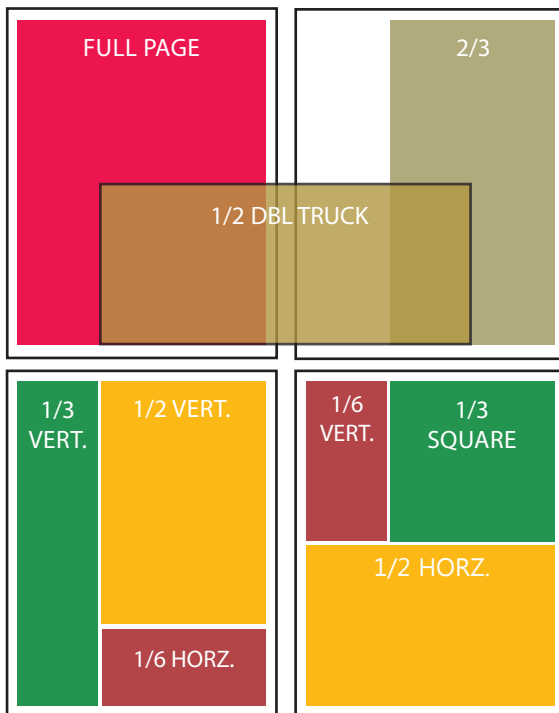
Production Charges: Prices will be estimated based on requirements of individual advertiser.

Mechanical Specs: We prefer to receive your ad as an Adobe PDF file. PDF files must use images that are 300dpi b/w or CMYK if color and embed all fonts (postscript only). High resolution (300 dpi) TIFF, JPEG (highest quality), Adobe Illustrator or Macromedia Freehand EPS files are also acceptable. Illustrator and Freehand files must have all fonts outlined.

You may e-mail your ad by sending a high resolution (300 dpi) TIFF, JPEG (highest quality) or PDF file to [jennifer@matthewspublishing.com](mailto:jennifer@matthewspublishing.com). If the file is too large for e-mail, please let us know and we will direct you to our online dropbox.

Ads created in Microsoft programs are not acceptable. Formats other than those specified will be subject to hourly production charges or may be unusable.

Multiple Issue Discount: As a contract advertiser, you will receive a 30% discount for your ad space. To be a contract advertiser, we ask that you sign an annual commitment to place an ad in six consecutive issues.



For further details, please contact the Arkansas Trucking Association at 501.372.3462, or call Jennifer Kidd, publisher, directly at 501.907.6776 or via e-mail at [jennifer@matthewspublishing.com](mailto:jennifer@matthewspublishing.com).