

75th ANNIVERSARY COMMEMORATIVE YEARBOOK & POST-CONFERENCE FEATURE REPORT

Mechanical Specifications

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

What kind of issue: Covers news, legislation, regulatory issues, features, trucking statistics, association events, and people that impact the trucking industry in Arizona and nationally.

Size Requirements:

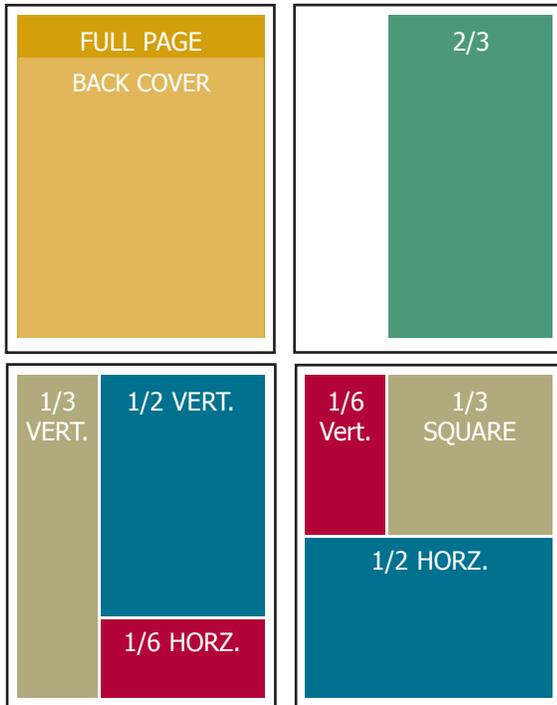
FULL PAGE	- live area	7.75"w by 10.125"d
	- trim size	8.5"w by 11"d
	- bleed size	8.75"w by 11.25"d
BACK COVER	- live area	7.75"w by 8.875"d
	- trim size	8.5"w by 9.75"d
	- bleed size	8.75"w by 9.875"d
TWO-THIRDS PAGE - vertical		5.125"w by 10.125"d
HALF PAGE	- horizontal	7.75"w by 5"d
	- vertical	5.125"w by 7.561"d
THIRD PAGE	- square	5.125"w by 5"d
	- vertical	2.5"w by 10.125"d
SIXTH PAGE	- horizontal	5.125"w by 2.437"d
	- vertical	2.5"w by 5"d

Other Items: Offset printed; 175 line screen; film/negatives must be right read, emulsion side down; maximum density 280%.

Production Details: 80# white aqueous-coated paper; additional aqueous coating; four color process; saddle stitched; 175-line screen

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 with all associated fonts and images imbedded. PDF files must use images that are 300dpi b/w or CMYK if color and embed all fonts (postscript only). Adobe Illustrator or Macromedia Freehand EPS files are also acceptable and must also include all used fonts and images. Ads may be submitted on Mac formatted DVD-Rs, CDs, 100-, 200- or 750MB Zip disks, 3.5 inch floppies, SuperDisks or emailed. Ads must be sized to scale based on size requirements. Also, be sure to include a color proof of your ad so that we may verify color when printing. Color and ad accuracy can not be guaranteed without a matchprint proof. You may wish to send film instead of a disk which is fine, but also requires a matchprint proof for color accuracy. Or you may wish to e-mail your ad by sending a high resolution (300 dpi) TIFF, JPEG (highest quality) or PDF file to jennifer@matthewspublishing.com. E-mailed files must be less than 5MB in size. Ads created in a Microsoft programs are not acceptable. Formats other than those specified will be subject to hourly production charges or may be unusable.



ARIZONA TRUCKING

a s s o c i a t i o n

For further details, please contact Jennifer Matthews Kidd, publisher, at 501.907.6776 or via e-mail at jennifer@matthewspublishing.com.