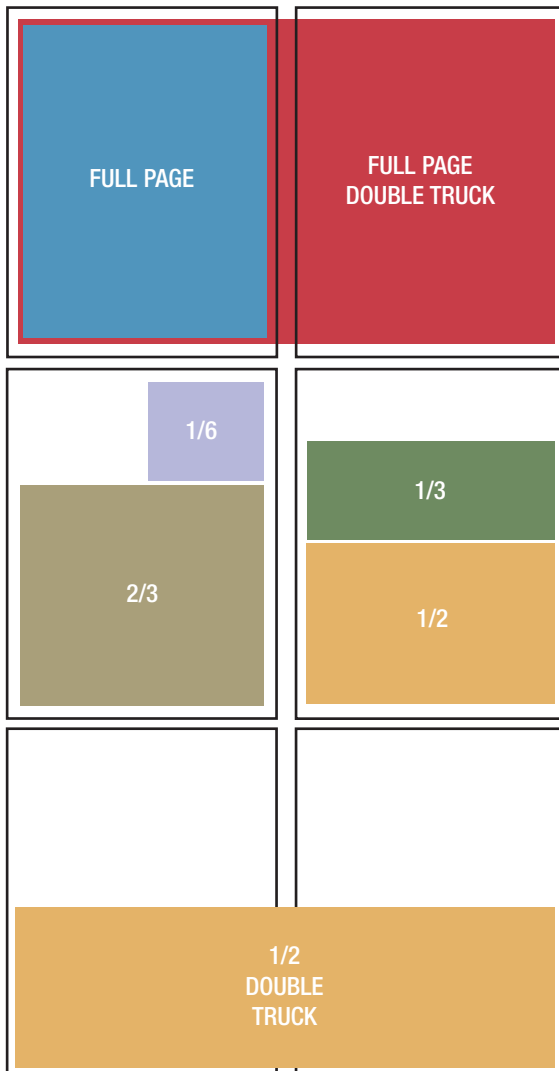


Directory Mechanical Specifications

Size Requirements:

FULL PAGE	- bleed size	11.25"w x 8.75"d
DOUBLE TRUCK	- trim size	11"w x 8.5"d
	- live area	10.125"w x 7.6285"d (with 1" gutter in center)
HALF PAGE	- bleed size	11.25"w x 4.125"d
DOUBLE TRUCK	- trim size	11"w x 4.0"d
	- live area	10.125"w x 3.4965"d (with 1" gutter in center)
FULL PAGE	- bleed size	5.625"w x 8.75"d
	- trim size	5.5"w x 8.5"d
	- live area	4.625"w x 7.6215"d
TWO-THIRDS PAGE	- vertical	4.5"w x 5.75"d
HALF PAGE	- horizontal	4.5"w x 3.75"d
THIRD PAGE	- horizontal	4.5"w x 2.375"d
SIXTH PAGE	- square	2.1875"w x 2.375"d



Number of Issues: Published annually

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 Louisiana and nationally. Our cover story profile is privately selected by our editors and revealed en masse with general publication distribution.

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** EPS files are also acceptable. **Illustrator files must have all fonts outlined.**

Ads may be submitted on Mac formatted DVD-Rs, CDs, 100-, 200- or 750MB Zip disks, 3.5 inch floppies or SuperDisks. 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.

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.

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

For further details, please contact
Jennifer Kidd, publisher,
directly at **(501) 907-6776**
or via e-mail at
jennifer@matthewspublishing.com.