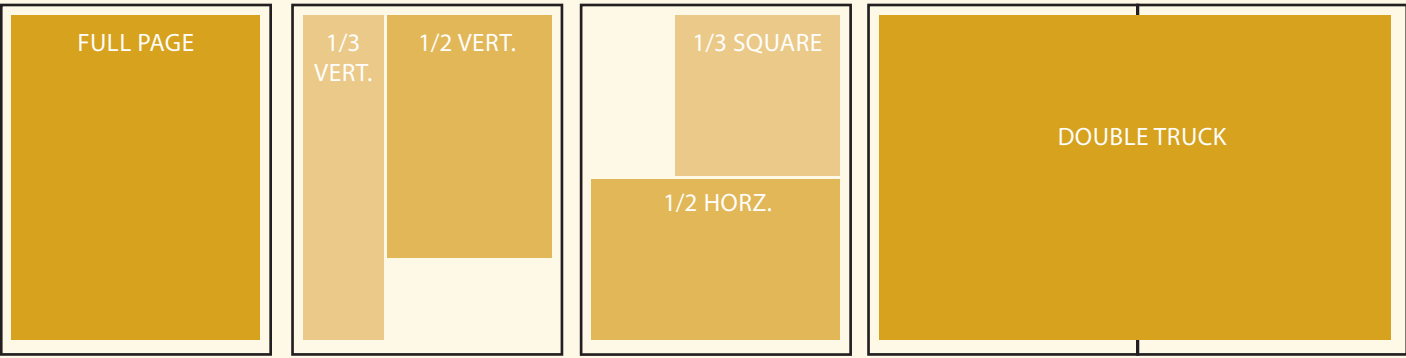


# 2011-2012 Guide to Arkansas Trucking

## ATA'S ANNUAL MEMBERSHIP DIRECTORY & BUYERS' GUIDE

### MECHANICAL SPECIFICATIONS

DOUBLE TRUCK	live area - (7.5"w by 10"d) x 2	trim size - 17"w by 11"d	bleed size - 17.25"w by 11.25"d
FULL PAGE	live area - 7.5"w by 10"d	trim size - 8.5"w by 11"d	bleed size - 8.75"w by 11.25"d
BACK COVER	live area - 7.5"w by 8.75"d		bleed size - 8.75"w by 9.375"d
HALF	horizontal - 7.5"w by 4.875"d	vertical - 4.93"w by 7.5"d	bleed size - N/A
THIRD	square - 4.93"w by 4.875"d	vertical - 2.3875"w by 10"d	bleed size - N/A



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

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

Production Charges: Assistance with ad production is available at an hourly rate. Prices will be estimated based on requirements of individual advertiser.

Mechanical Specs: Macintosh files only. 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) files or vector based art as Adobe Illustrator or Macromedia Freehand EPS files and InDesign files (preflighted and packaged) are also acceptable. Illustrator and Freehand 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. 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 Email your ad by sending a high resolution (300 dpi) TIFF, JPEG (highest quality) or PDF file to [jmatthews@alltel.net](mailto:jmatthews@alltel.net). Emailed 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. Assistance with ad creation is available, see production charges above.

All rates are net. Advertising agencies may choose to add a standard 15% commission to these rates.

Advertising is for Members Only – No Exceptions!

\*\*Advertisement will be billed within one week following the publication date.

