

Number of Issues: Published twice a year.

Publication Dates: Summer and Winter

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 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
HALF-PAGE DOUBLE TRUCK	- horizontal	16.25"w by 5"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

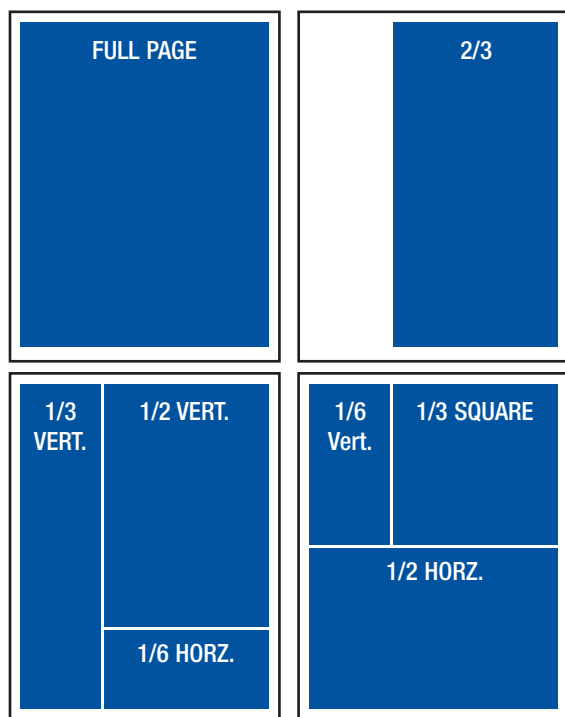
Other Items: Offset printed; 175 line screen; film/negatives must be right read, emulsion side down; maximum density 280%.

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 InDesign, 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 Email your ad by sending a high resolution (300 dpi) **TIFF, JPEG** (highest quality) or **PDF file** to 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.

Multiple Issue Discount: As a contract advertiser, you will receive a 10% discount for your ad space. To be a contract advertiser, we ask that you sign an annual commitment to place an ad in two consecutive issues.



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

