

The Official Publication of the Tennessee Trucking Association

Publication Dates: Published quarterly (Spring, Summer, Fall and Winter)

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

Ad Size Requirements:

FULL PAGE	- live area	7.5"w by 9.875"d
	- trim size	8.5"w by 11"d
	- bleed size	8.75"w by 11.25"d
HALF-PAGE DOUBLE TRUCK	- horizontal	16.2"w by 4.875"d
TWO-THIRDS PAGE	- vertical	5"w by 9.875"d
	- horizontal	7.5"w by 6.625"d
HALF PAGE	- horizontal	7.5"w by 4.875"d
	- vertical	5"w by 7.375"d
THIRD PAGE	- square	5"w by 4.875"d
	- vertical	2.375"w by 9.875"d
SIXTH PAGE	- vertical	2.375"w by 4.875"d
	- horizontal	5"w by 2.375"d

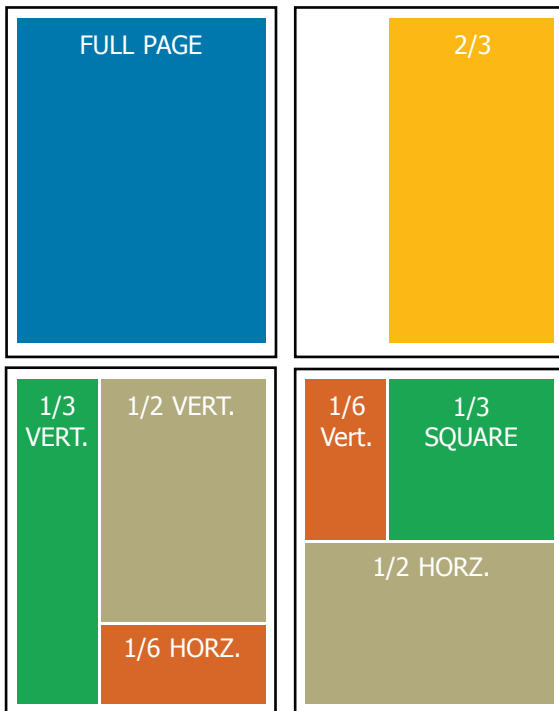
Other Items: Offset printed; 175 line screen; film/negatives must be right read, emulsion side down; maximum density 280%.

Production Details: 100# white enamel-coated paper; additional aqueous coating; four color process; saddle stitched.

Production Charges: We are happy to assist you in building your ad. Prices will be estimated based on requirements of individual advertiser, usually varying between \$75 and \$300. Ads are contracted with our designer and are subject to no commission and no profit for the Tennessee Trucking Association.

Mechanical Specs: We prefer to receive your ad as an Adobe PDF file or in Adobe InDesign with all associated fonts and images clearly labeled. 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. 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 jennifer@matthewspublishing.com. Emailed files must be less than 5MB in size. Ads created in a Microsoft program 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 15% discount for your ad space. To be a contract advertiser, we ask that you sign an annual commitment to place an ad in three consecutive issues.



For further details, please contact Jennifer Matthews Kidd, publisher, at 501.907-6776 or jennifer@matthewspublishing.com.