

2007-2008 Guide to Arkansas Trucking

ATA'S ANNUAL MEMBERSHIP DIRECTORY & BUYERS' GUIDE

ADVERTISING RATES & DEADLINES

RATES

	Color only
BACK COVER*	\$2595
INSIDE FRONT COVER*	\$2250
INSIDE BACK COVER*	\$2250
TAB FULL PAGE*	\$2150

(only 8 TABs available, so reserve fast!)

	Black & White	Color
Double Truck	\$2095	2725
FULL PAGE	\$1395	\$1750
HALF PAGE	\$ 995	\$1250
THIRD PAGE	\$ 650	\$ N/A

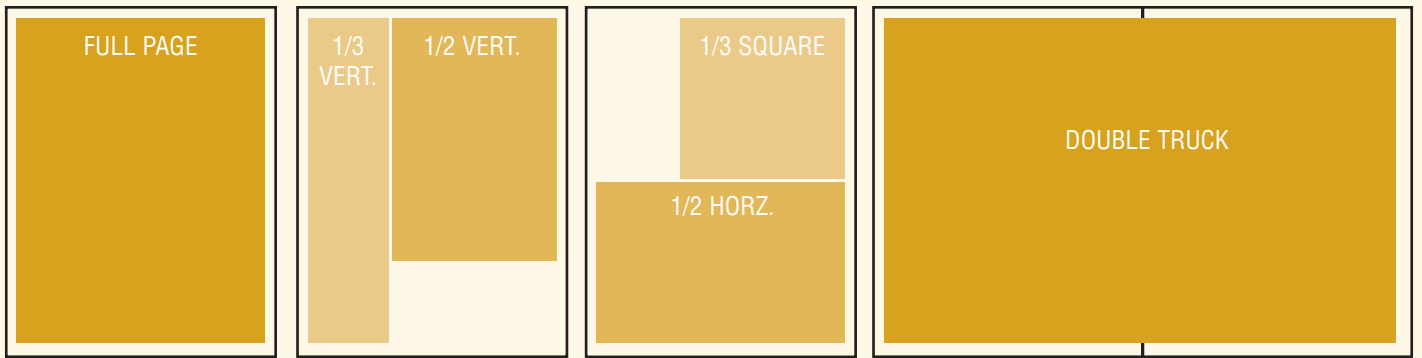
DEADLINES

Space reservation	Artwork due
AUGUST 31	SEPTEMBER 7

For more information, please contact Jennifer Kidd at 501/907-6776 or E-mail at jmatthews@alltel.net.

*Premium positions available on first-come, first-served basis. Advertisers reserving these positions will be guaranteed first-right-of-refusal for the same position in next year's publication.

AD SIZES



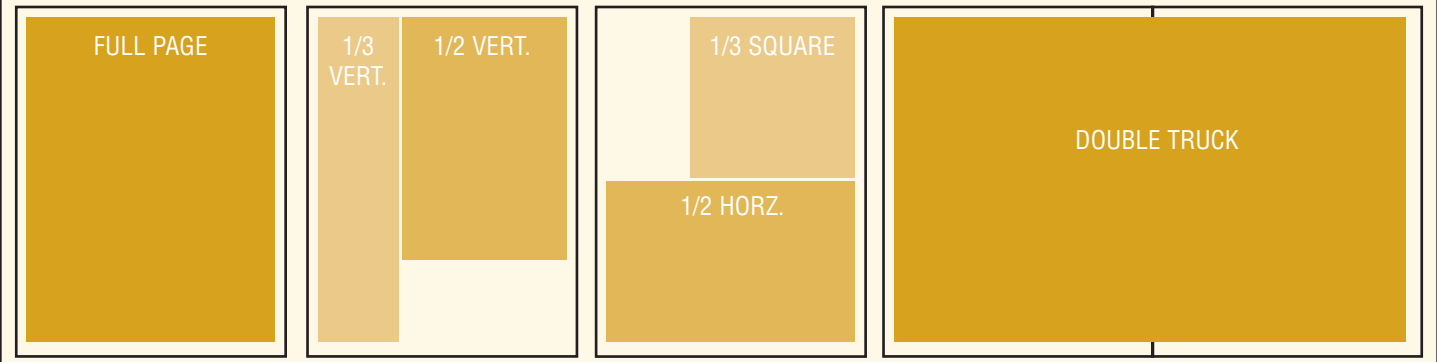


2007-2008 Guide to Arkansas Trucking

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.

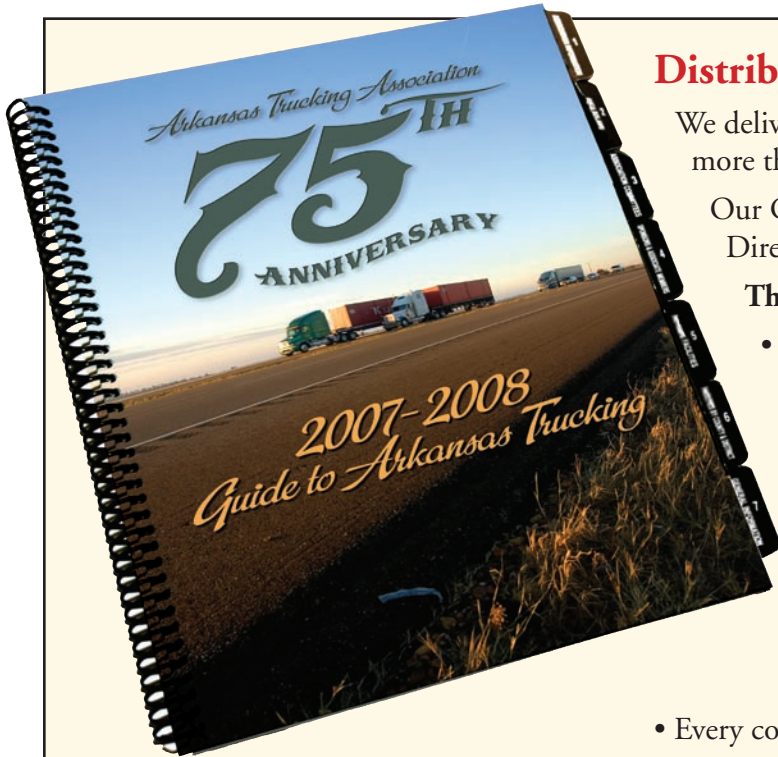
Or you may wish to Email your ad by sending a high resolution (300 dpi) TIFF, JPEG (highest quality) or PDF file to jmatthews@alltel.net. Emailed files must be less than 5MB in size. **Ads created in a Microsoft programs are not acceptable.** Formats other than those specified will be subject to hourly 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 in mid-October.

2007-2008 Guide to Arkansas Trucking

ARKANSAS TRUCKING ASSOCIATION'S ANNUAL MEMBERSHIP DIRECTORY & BUYERS' GUIDE



Distribution

We deliver The Guide to Arkansas Trucking into the hands of more than 15,000 key transportation & shipping executives!

Our Guide is the ONLY state association Membership Directory to boast this massive distribution!

The Guide is mailed directly to the offices of:

- Each corporate member of the Arkansas Trucking Association
- National Industrial Transportation (NIT) League (the nation's oldest and largest shipping organization)
- Every manufacturer/shipper in Arkansas
- Every trucking exec owning four or more trucks in Arkansas, Tennessee, Missouri, Oklahoma, Texas and Louisiana
- Every corporate member of Truckload Carriers Association
- Every corporate member of the American Trucking Associations

The only resource guide for shippers, traffic managers, trucking companies, and businesses that serve or supply the industry.

This Truly Unique Publication Will Include:

- Comprehensive listing of all ATA member companies compiled in a variety of ways to offer a quick reference tool for readers.
- Trucking companies listed alphabetically
- Trucking companies listed categorically by type of commodities hauled using Standard Industrial Classification (SIC) Codes and including number of trucks and trailers available
- Supplier companies listed alphabetically
- Supplier companies listed by type of product or service provided
- Industry statistics and charts
- Glossary of terms

New User-Friendly Features:

- Complete redesign
- New tabbed sections by category
- Special featured advertising section
- Spiral bound for easy reference
- Frequently called governmental agencies

To advertise in this unique Membership Directory, please contact **Jennifer Kidd** at **501-907-6776** or via email at **jmatthews@alltel.net**.

CALL TODAY!