AD MATERIAL REQUIREMENTS

3 COLUMN PUBLICATIONS THAT UTILIZE THESE SIZES

Arkansas Bride
Arkansas Next: A Guide to Life After High School
Central Arkansas Newcomers Guide
Little Rock Family
Little Rock Guest Guide
Little Rock Regional Chamber Guide
Little Rock Soirée
Living in Arkansas

ARKANSAS BUSINESS PUBLISHING GROUP
(501) 372-1443
FAX (501) 375-7933
122 E. Second St.
Little Rock, AR 72203

ACCEPTABLE SOFTWARE

Adobe Acrobat PDF files are preferred
MAC-formatted QuarkXPress 6.5
InDesign CS (or newer)*
Adobe Illustrator *
(Microsoft Publisher files cannot be accepted)

AD SPECFICATIONS

Please make sure that all colors and images are converted to CMYK before saving in PDF format. Make sure all fonts are embedded. *When creating a PDF from InDesign and Illustrator, create outlines on all fonts. A PDF should be saved in hi-resolution Adobe Acrobat 4 PDF 1.3 compatibility or higher. Otherwise, problems may occur with the PDF and Arkansas Business Publishing Group will not be held responsible.

AD SIZES

	Width x Height
Trim Size	8.375" x 10.875"
Full Page w/Bleed**	8.625" x 11.125"
Full Page (no bleed)	7.375" x 9.875"
2/3 Vertical	4.832" x 9.875"
1/2 Vertical/Island	4.832" x 7.285"
1/2 Horizontal	7.375" x 4.812"
1/3 Vertical	2.292" x 9.875"
1/3 Square	4.832" x 4.812"
1/6 Vertical	2.292" x 4.812"
1/6 Horizontal	4.833" x 2.275"
Two-Pg. Spread w/Bleed	17" x 11.125"

BLEED SPECIFICATIONS

Trim size is 8.375" x 10.875". Allow 1/8" bleed. **Keep all type and live matter 3/8" from trim edges of magazine. **Back cover ads are required to have full-page bleed. (No Borders please)**

FONTS

When sending native files, include all printer and screen fonts with the files. DO NOT use menu-styled fonts for bold, italic. Select font family bold or italic versions. Truetype PC fonts are not acceptable and will have to be substituted with the closest-matching Macintosh Type 1 Postscript fonts.

* **All fonts used in InDesign and Illustrator files must be converted to outlines**.

RESOLUTION & COLOR

Files should be built in 4-color (CMYK) breakdown with high resolution scans in place at 100%, no less than than 300 dpi, 150-line screen. JPEG, GIF files, 72 DPI or low-resolution images pulled from internet cannot be accepted. No Pantone/PMS, RGB or indexed colors can be used in submitted files. Printing is Web offset printing is used on coated enamel stock with cyan, magenta, yellow and black inks.

CLIENT AD PROOFS

SWOP (www.swop.org) certified color proofs are preferred. Color laser proofs or inkjet proofs provide only general reference and do not represent actual color reproduction. If there is no proof exchanged, the advertiser or agency accepts the responsibility for the final print outcome. We strive to match our client's color specifications but cannot guarantee a perfect match.

DIGITAL ADS

Ads can be e-mailed to ads@abpg.com, sent on CD, or uploaded to our FTP site. Call (501) 372-1443 to speak to one of our advertising coordinators.

AD DESIGN SERVICES

Design, copy-writing and photography services are available upon request.

Prices listed are for layout and typesetting only. Additional design work such as photo retouching and logo design will be charged to the client at $78 per hour.

Two-page Spread	$155
Full Page	$125
2/3 Page	$115
1/2 Page	$100
1/3 Page	$65
1/6 Page	$55
Black & white Scans	$45
Color Scans	$60
Minimum Type Charge	$45

PRODUCTION CHARGES

Files sent in acceptable high resolution Adobe PDF format will not incur production charges. However, ads submitted which do not meet the above listed specifications will either be returned to the advertiser to correct or will incur digital production charges @ $78.00 per hour at the discretion of ABPG. Tech support will also be billed @ $78.00 per hour.

Leave 1/8" bleed allowance from trim edge for bleed ads