

2019 Arkansas Manufacturers Directory

Official Publication of the Arkansas State Chamber of Commerce & Associated Industries of Arkansas

RATES & DEADLINES

COVER RATES

FULL COLOR ONLY

Inside front	\$3,500
Inside back	\$3,500
Back cover	\$5,000

FULL PAGE PREMIUM POSITIONS

Pages 3-10	\$2,750
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INSIDE RATES

FRONT SECTION

FULL COLOR ONLY

Showcase your firm by placing an advertisement in the full color front section of the Membership Directory and enjoy additional distribution through economic development reprints of this section.

Double-truck (2 page spread)	\$4,200
Full page	\$2,500
3/4 page	\$2,250
1/2 page	\$1,750
1/4 page	\$1,050

LISTING SECTION

BLACK & WHITE ONLY

Strategically position your advertisement near your company's listing to draw even more attention to your company's products or services.

Double-truck (2 page spread)	\$3,050
Full page	\$2,100
3/4 page	\$1,750
1/2 page	\$1,225
1/4 page	\$850
1/8 page	\$595

DEADLINES:

AD SPACE

May 27

AD MATERIALS

May 31

PUBLICATION DATE **

June 2019

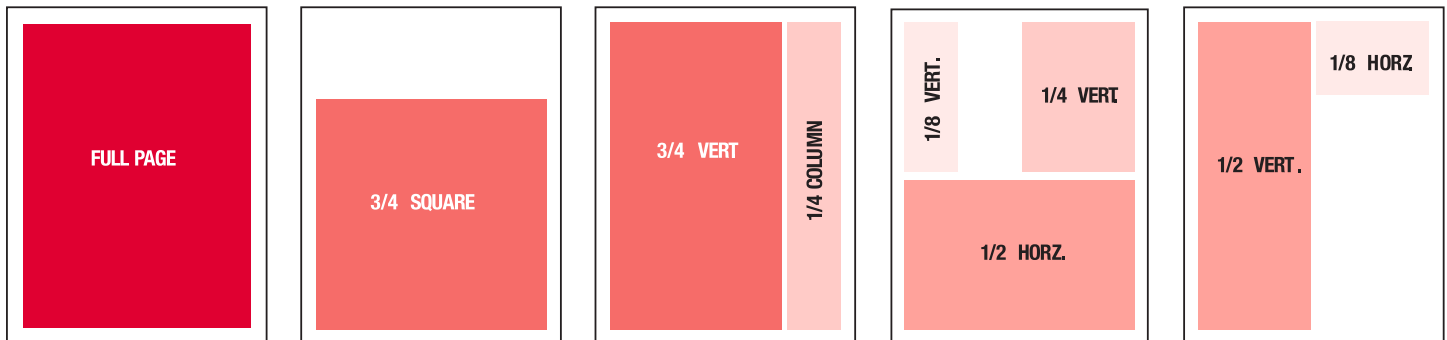
BILLING DATE

June 2019



AD SIZES

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 10"d	trim size - 8.5"w by 11"d	bleed size - 8.75"w by 11.25"d
THREE QUARTER	vertical - 5.58"w by 10"d	square - 7.5"w by 7.5"d	
HALF	horizontal - 7.5"w by 4.875"d	vertical - 3.66"w by 10"d	
QUARTER	vertical - 3.66"w by 4.875"d	column - 1.75"w by 10"d	
EIGHTH	vertical - 1.75"w by 4.875"d	horizontal - 3.66"w by 2.375"d	



MECHANICAL SPECIFICATIONS

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; saddle stitched.

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

Mechanical Specs:

We prefer to receive your ad as an Adobe PDF (Press-Ready). 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, or emailed to jthatcher@arkansasstatechamber.com. 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 (at HIGHEST QUALITY) or Press-Ready PDF file to jthatcher@arkansasstatechamber.com. Emailed files must be less than 5MB in size unless using an FTP type service such as *Box*, *DropBox* or *WeTransfer*. **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. Design services are available if you need assistance with production at an hourly rate (see production charges above).

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

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

For further details, please contact the Arkansas State Chamber of Commerce at 501.372.2222.