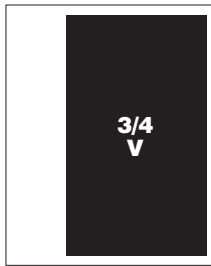


ArkansasTimes

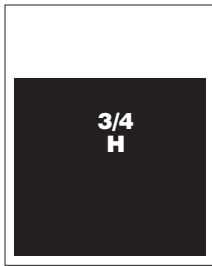
2006 DISPLAY AD SIZES



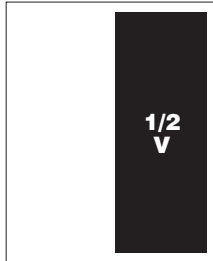
9-1/4W x 12H



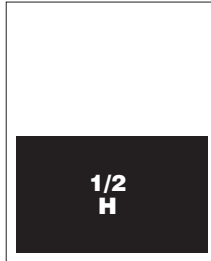
6-7/8W x 12H



9-1/4W x 8-7/8H



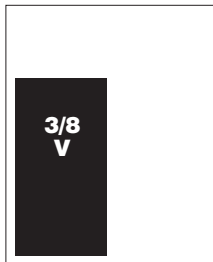
4-1/2W x 12H



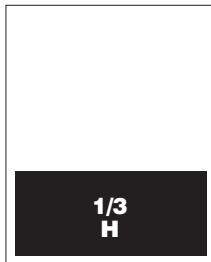
9-1/4W x 5-7/8H



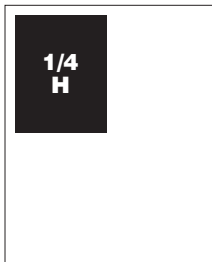
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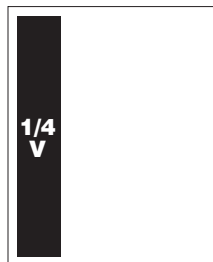
4-1/2W x 8-7/8H



9-1/4W x 3-13/16H



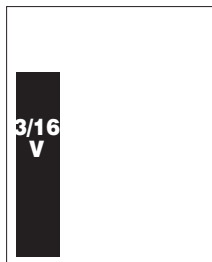
4-1/2W x 5-7/8H



2-1/8W x 12H



9-1/4W x 2-13/16H



2-1/8W x 8-7/8H



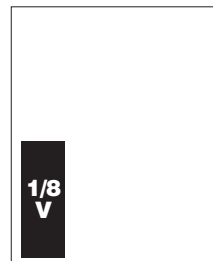
6-7/8W x 2-13/16H



4-1/2W x 3-13/16H



4-1/2W x 2-13/16H



2-1/8W x 5-7/8H



2-1/8W x 2-13/16H

ALL DIMENSIONS ARE INCHES, WIDTH X HEIGHT.

PRODUCTION RATES APPLY.

DIGITAL REQUIREMENTS

MECHANICAL INFORMATION

All ads supplied are to be PDF files. No other format is acceptable without prior approval. In the case of problems with a PDF file, a live file may be requested.

All color must be CMYK. Photos need a 200 dpi minimum resolution. All fonts must be embedded in the PDF file.

The Arkansas Times will make every effort to print your file properly, but cannot be held responsible for the printed result of supplied material. Please be aware of the following:

We recommend using only Type 1 Postscript fonts. True Type fonts often have unpredictable results. Ads using True Type fonts may be rasterized through Photoshop at a high resolution by Arkansas Times if necessary. This can, though, result in your type appearing rough.

Reversed type should be at least 9 point, bold and sans serif if possible.

All PDF files received by Arkansas Times are checked through Adobe Acrobat 5 with PitStop for possible printing problems. Any problems found will be reported back to the client.

We do not recommend using Photoshop as a layout program. Type set in Photoshop will have a soft edge and the resulting printed image will be less than optimal.

Ads and materials may be supplied on CD or emailed to: ads@arktimes.com. Floppy disks and camera ready / negative ready ads are no longer acceptable.

Photoshop Image Settings: Total ink limit is 240% with a 20% dot gain. Curves or Levels settings: Highlights are C-1%, M-0%, Y-0%, and K-0%. The shadows are C-65%, M-55%, Y-55%, and K-65%.

REQUIREMENTS FOR DIGITAL MATERIAL FOR ADS TO BE PRODUCED BY ARKANSAS TIMES

Electronic photos and Photoshop files should be 200 dpi and within 20% of the actual ad size. EPS, JPEG or TIFF formats are acceptable. Mac format only.

Freehand or Illustrator EPS files must have all text converted to paths or outlines. Mac format only.

Text files must be saved as "text-only," and, if e-mailed, sent as an attachment, not pasted into the e-mail message.

Live files created on PC-based software are not acceptable (i.e. Microsoft Publisher, Corel Draw, Power Point and others)

Files may be sent on CDs or e-mail (ads@arktimes.com). Floppy discs are no longer acceptable.

Printing process is web offset using four-color process inks. No PMS inks are available, all colors are produced by four-color process. Color reproduction is "pleasing color" — we cannot guarantee a perfect match