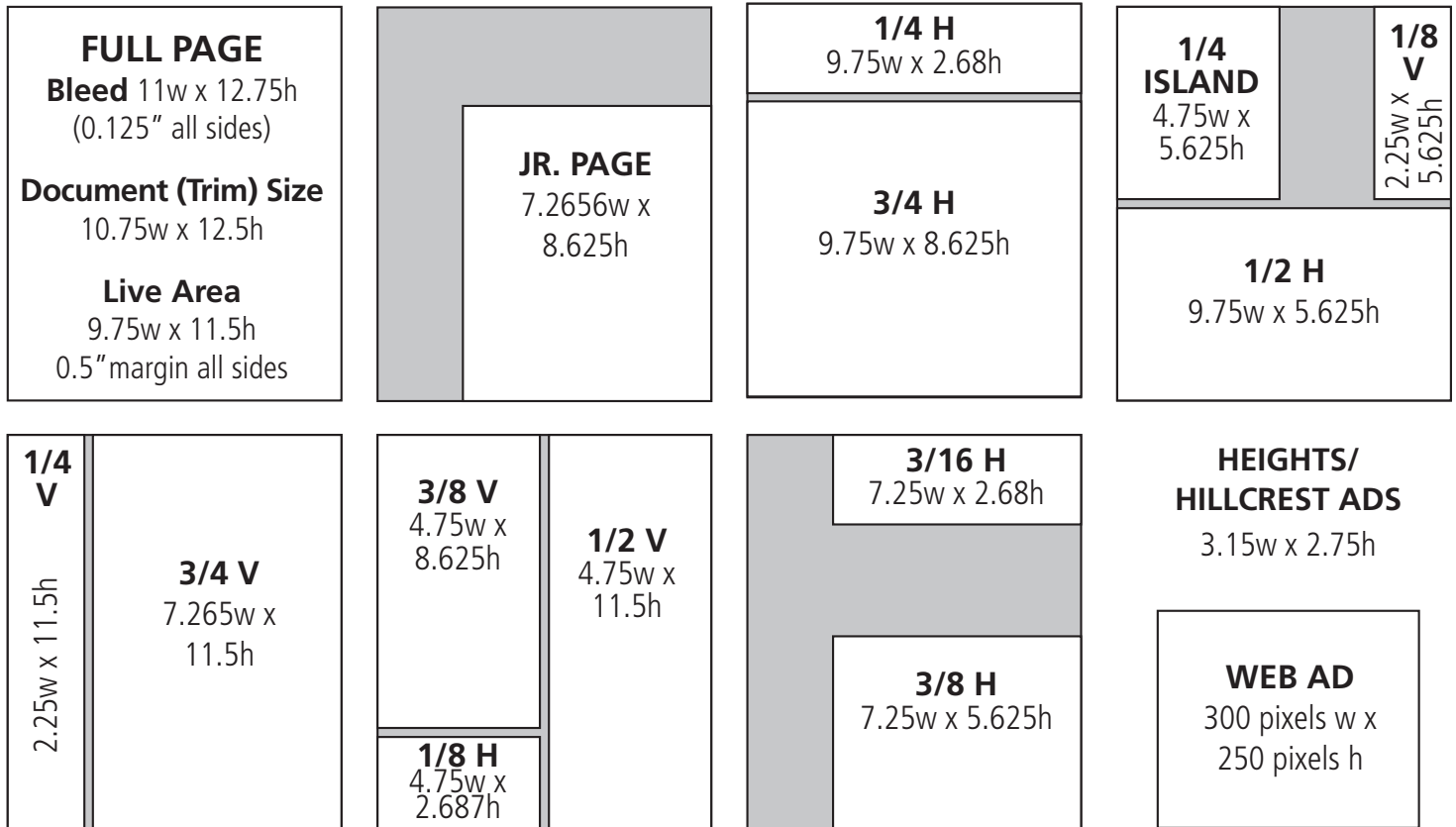


AD SPECIFICATION DIAGRAM (INCHES)



AD SUBMISSION REQUIREMENTS

PROVIDED PRODUCTION READY ADS

High quality PDF format is preferred for submitted print ads. All crop marks should be set outside the bleed area.

All files must be CMYK. Spot colors or RGB will be automatically converted by *Inviting Arkansas*. We cannot be responsible for color shifts that take place in ads that are not supplied as CMYK. This excludes web ads.

Web ads must be submitted in JPG format (flattened).

SUPPLIED AD MATERIALS

If you need *Inviting Arkansas* to design your ad or require any sort of file or design assistance, please provide **high-resolution images (300 dpi)** in JPG, TIF and/or PDF formats. Logos preferred in EPS or PDF (vector) format. If you have any questions, please call us for specifications prior to submitting your file. An email will be sent with a proof for approval.

PRODUCTION CONTACT

Ferrell Bonner | Art Director | FBonner@invitingarkansas.com

DEADLINES 2018

<u>MONTH</u>	<u>SPACE</u>	<u>ART</u>
January	Dec 9	Dec 15
February	Jan 10	Jan 18
March	Feb 8	Feb 15
April	Mar 8	Mar 16
May	Apr 10	Apr 17
June	May 9	May 17
July	June 8	June 15
August	July 7	July 17
September	Aug 9	Aug 17
October	Sept 7	Sept 14
November	Oct 11	Oct 15
December	Nov 8	Nov 14