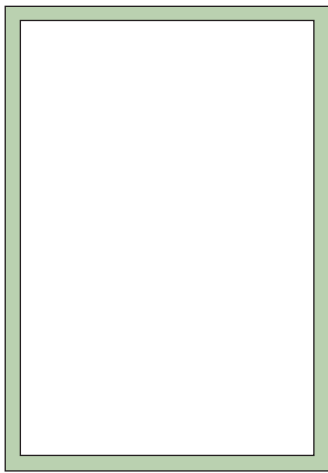
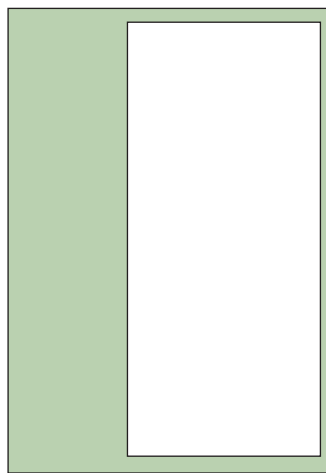


AD SPECIFICATIONS

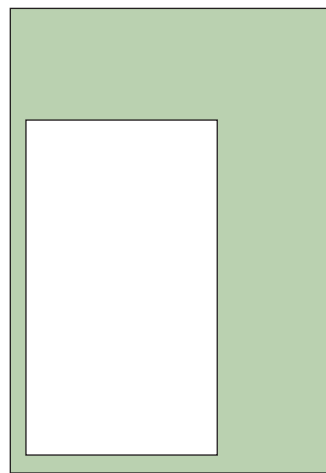


FULL PAGE (LIVE AREA)
7.375" x 9.875"

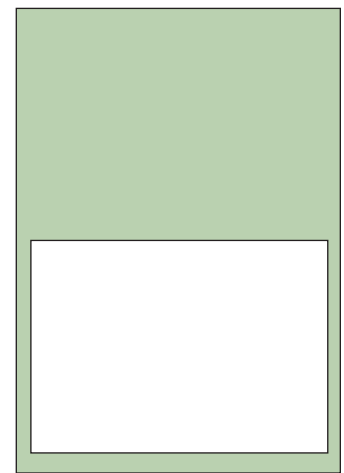
FULL PAGE (TRIM SIZE)
8.375" x 10.875"
Plus .125" for bleed



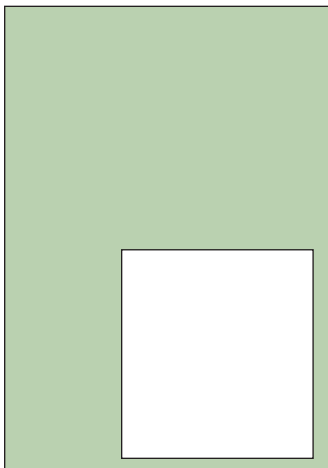
2/3 VERTICAL
4.832" x 9.875"



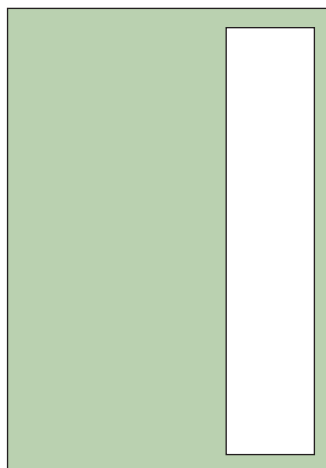
1/2 ISLAND
4.832" x 7.285"



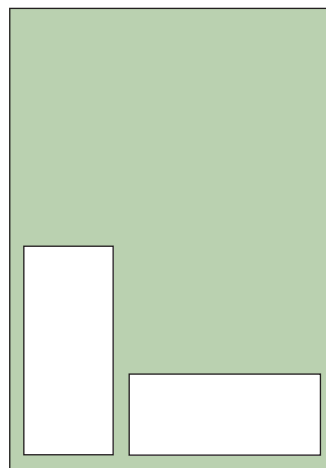
1/2 HORIZONTAL
7.375" x 4.812"



1/3 SQUARE
4.832" x 4.812"

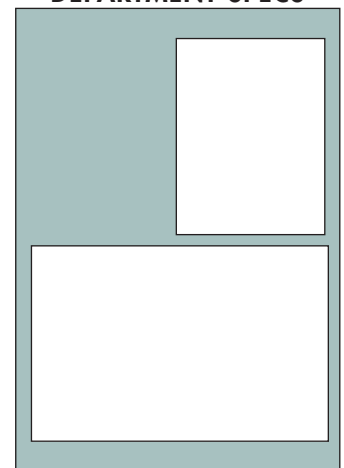


1/3 VERTICAL
2.29" x 9.875"



1/6 VERTICAL
2.292" x 4.812"

1/6 HORIZONTAL
4.832" x 2.275"



1/4 PAGE
3.559" x 4.586"

1/2 HORIZONTAL
7.735" x 4.586"

REDISCOVERIES DEPARTMENT SPECS

MECHANICAL REQUIREMENTS

Magazine Trim Size: *At Home in Arkansas* is printed using web press, perfect bound, 4-color process. Final trim size is 8.375" x 10.875". On headlines for spreads, a .125" gap is necessary to read type correctly. Live area should be kept .5" from the gutter.

Digital Ad Specifications: All digital files must be accompanied by a contract quality color proof (Dupont Waterproof, Fuji FinalProof, Fuji PictroProof, Imation Matchprint, Iris, Kodak Approval, Polaroid PolaProof or equivalent). Digital ads must be provided on CD-ROM, Zip disk, or e-mail (when appropriate). The preferred format is a press optimized PDF (Portable Document Format). Continuous tone images must be provided high-resolution (300 dpi). One-bit tiff images (line-art) should be 1200-1600 dpi. All ads should be built at 100% of final size. Additional instructions are available upon request if desired.

Applications: *At Home in Arkansas* supports Macintosh formatted QuarkXpress 4.1, Illustrator 9, Photoshop 6, Freehand 9 and Adobe Acrobat .pdf files. Native files must be accompanied by all fonts and linked graphics. Native files created in any other application will be declined.

Photos Supplied: All photos must come in the format of 35mm slides, 2¼ or 4x5 color transparencies or prints. We can accept digital files, but they must be Macintosh formatted CMYK, .EPS, .TIF, .JPG or .PDF with a minimum resolution of 300 dpi. We can accept digital images from Web sites or digital cameras if they are 300 dpi, but we are not responsible for the quality. We also hold no responsibility for the quality of your ad if we are asked to scan or reproduce any printed material.

Materials Deadline: All ad materials including camera-ready artwork on disk are due within 3 days of the space deadline. Film and matchprints are due within 10 days of the space deadline.

Publisher will hold ad materials for a maximum of 12 months after last use. Unless advertiser or agency request return, materials will be discarded. While publisher and printer will make every effort to correct inaccurate film or artwork provided by the advertiser or agency, *At Home in Arkansas, Inc.* is not liable for advertising printed from faulty materials. Such advertisements will be billed as run.