

FILE SUBMISSION AND DELIVERY OPTIONS

1. Ads must be submitted via e-mail, ftp or other services that transmit large file.
2. All uploaded ads must be in PDF format using the pdf/X1a:2001 preset.
3. If under 6MB, e-mail to rbenson@afa.net. Please put file in folder and zip the entire folder.
4. CD/DVDs can be mailed to Rusty Benson at the address above.

We accept native application files from InDesign, Illustrator or Photoshop. Submit these files with all linked images and supporting screen and printer fonts. Save Illustrator and Photoshop files as .tiff or .eps files at 300 DPI. Please convert all type to outlines.

TYPE, RESOLUTION, AND COLOR

- All fonts MUST be embedded, or converted to outline.
- All files need a minimum resolution of 300 dpi at 100% of their print size.
- All colors should be in process CMYK, and not specified as spot or PMS.
- All files must have marks indicating trim and bleed (as necessary).

UNACCEPTABLE MATERIALS

No film or live art will be accepted. No Microsoft Word or other word processing files will be accepted.

For additional questions regarding ad files or submitting materials, please contact:

Rusty Benson
 rbenson@afa.net
 Mail: P. O. Drawer 2440, Tupelo, MS 38803
 Shipping: 107 Parkgate Drive, Tupelo, MS 38801

For ad scheduling and prices, please contact:

Angie May
 amay@afa.net
 662-844-5036 X232

2012 PRINT ADVERTISING SCHEDULE

Issue	ad reserve	ad due	target in-home
Jan 2012			
Feb 2012	11/29	12/12	01/26
Mar 2012	12/29	01/11	02/24
April 2012	01/31	02/13	03/29
May 2012	02/28	03/12	04/27
June 2012	03/28	04/11	05/26
July-Aug*	05/1	05/14	07/14
Sept 2012	07/3	07/16	08/29
Oct 2012	07/30	08/10	09/28
Nov 2012	08/30	09/12	10/27
Dec 2012	09/27	10/10	11/28
Jan 2013	10/26	11/08	12/28

*combination issue

1/3 vertical

13p10w X 56p0h

1/3 horizontal

28p8w X 28p0h

1/12 vertical

13p10w X 14p0h

2/3 vertical

28p8w X 56p0h

1/6 vertical

13p10w X 28p0h

1/2 horizontal

43p6w X 28p0h

full page

51w X 66p0h includes full bleed

dotted line = live copy 46p6w X 61p6h

back page

51p0w X 51p0h includes bleed on bottom and sides

dotted line = live copy 46p6w X 48p9h