



# Arkansas Home School Convention

## 2012 MEDIA INFORMATION

### Specifications

#### Artwork Submittal

Artwork for advertising should be sent to:

#### Bennett Davis Group

Att: Jonathan Bean  
P.O. Box 26415

Little Rock, AR 72221  
501-604-2660

Electronic files can be emailed to:  
jonathan@bdglr.com

#### Payment Information

Payment for ads can be in the form of Visa, MasterCard or check made payable to The Education Alliance. Payment can be submitted online at [www.arkansashomeschool.org](http://www.arkansashomeschool.org) or mailed to:

#### The Education Alliance

414 S. Pulaski St., Ste. 9  
Little Rock, AR 72201

For any questions regarding payments, please contact The Education Alliance office at 501-978-5503.

#### Ad Specifications Overview

Artwork for advertising may be submitted in a variety of ways. For best results, please create a print-resolution PDF with all fonts embedded. You may also submit InDesign, Photoshop, or Illustrator EPS or TIFF files. Ads should not be submitted as MS-Publisher, MS-PowerPoint, or other file types not mentioned above. If you have any technical questions please email [jonathan@bdglr.com](mailto:jonathan@bdglr.com) or phone jonathan at 501-604-2660.

#### Page Layout Guidelines

AD SIZE	ARTWORK AREA	PRICE
Back Cover	9.875" x 11.5"	\$500.00
Full Page	9.875" x 15.5"	\$500.00
1/2 Page	9.875" x 7.66"	\$300.00
1/4 Page	4.85" x 7.66"	\$175.00
1/8 Page	4.85" x 3.75"	\$100.00

#### Artwork Submission Deadlines:

- 1st Edition / December 30, 2011
- 2nd Edition / March 16, 2012

