

Today

Official Publication of the
Electric Power Associations of Mississippi

IN MISSISSIPPI

Your best source for reaching the
state of Mississippi.

PDF's are required for all camera-ready ads

- All fonts must be embedded.
- Color must be **CMYK** not RGB.
- Black and white must be **GRAYSCALE**.

Other Applications for non camera-ready ads:

QuarkXPRESS

- up to version 6.5
- All images must be included
- Typeface is subject to change.

Adobe Illustrator

- Up to version 11.0
- Type must be converted to outlines or will be subject to change
- Colors must be converted to CMYK
- All images must be included

Adobe Photoshop

- Up to version 8.0
- Files should be (print quality) PDF, JPEG, TIFF, or EPS at 300 dpi
- Color should be CMYK
- B&W should be GRAYSCALE

Today In Mississippi uses a four (4) column format
Column width is 2-3/8 inches with a (3/16") gutter between.
A two (2) column width is 4-15/16 inches (4.877")
Three (3) column width is 7-9/16 inches (7.413")
Four (4) column width is, 10-1/8 inches (10.123)
Column height is 12-3/4"

Ad size	Orientation	Width	Height
Full Page	Vert.	10.123"	12.75"
Junior Page	Vert.	7.413"	10"
Half Page	Vert.	4.877"	12.75"
Half Page	Horz.	10.123"	6.5"
Quarter Page	Vert.	4.877"	6.5"
Third Page	Vert.	4.877"	5"

For all other sizes please call for dimensions.

MEDIA:

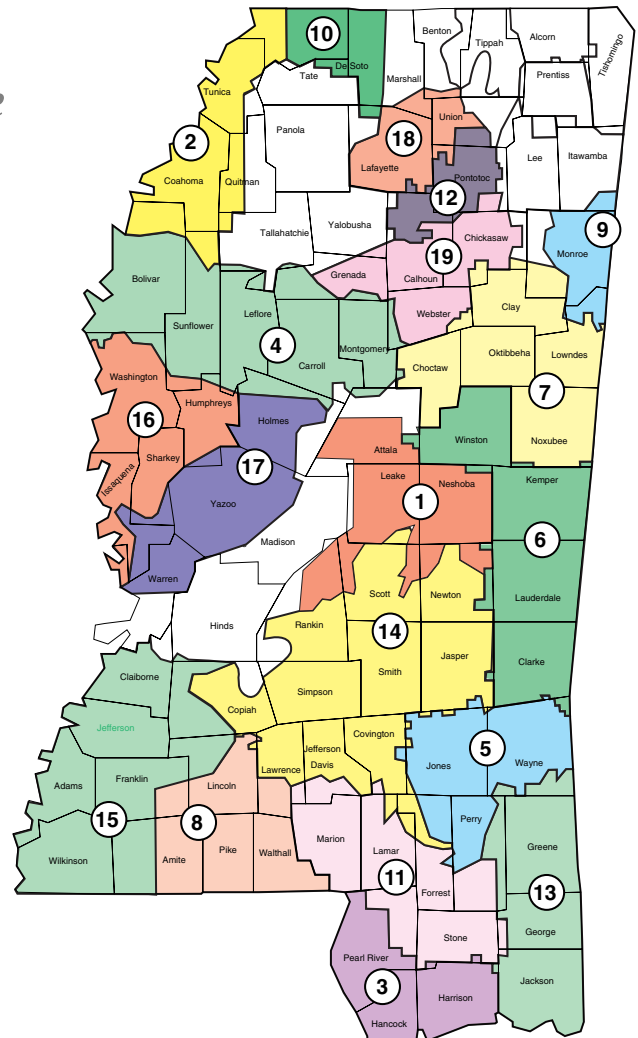
CD-ROM: send a print out with CD

Email: mcmillan@epaofms.com (fax a note and printout to 601-605-8601)

PLATFORM: Macintosh

SCANNED IMAGES: Should be at least 300 dpi

We do not accept Excel, PowerPoint, Word Perfect or DOS/Windows applications.



TOTAL CIRCULATION 460,865

Central	25,666	Pontotoc	15,758
Coahoma	5,468	Singing River	51,438
Coast	54,820	Southern Pine	49,369
Delta	17,142	Southwest	18,537
Dixie	28,998	Twin County	8,263
East MS	25,734	Yazoo Valley	8,795
4-County	35,458	North East*	17,115
Magnolia	19,460	Natchez Trace**	12,986
Monroe	8,670		
Northcentral	21,484		
Pearl River	35,260		

* Prints Quarterly

** Prints Semi-Annually

Total as of 09/21/07

Jay Swindle

Today In Mississippi Advertising

swindle@epaofms.com

601-605-8604 (Direct)

601-605-8601 (Fax)