

ADVERTISING SPECS

2011 Motor Trend Auto Shows' Official Program and Buyer's Guides

AD SIZES

POSITIONS

All Premium Positions 7.25" x 10"

(Back Cover, Inside Front Cover, Inside Back Cover, Opposite Inside Front Cover, Opposite Inside Back Cover, Opposite Table of Contents, Opposite Feature or Celebrity Pages, Opposite Show Floor Plan Page)

Premium positions are full-page, four-color process only. Advertisers committing to premium positions for this year's publication will be given first priority in future publications. Last year's advertisers will have first rights to retain the same position.

Full Inside Page (B&W) 7.25" x 10"

One-Half Page (B&W)–Horizontal 7.25" x 4.875"

One-Half Page (B&W)–Vertical 3.5" x 10"

One-Quarter Page (B&W) 3.5" x 4.875"

AD SIZE

Program Book Trim Size 7.75" x 10.5"

Full-Bleed Page 8.125" x 10.875"
(Keep critical art within 7.25" x 10")

Full-Bleed Spread 15.875" x 10.875"
*(Keep critical art within 15" x 10")
(Trim: 15.5" x 10.5")*

Inside Spread (gutter bleed only) 15" x 10"
*(Allow 0.25" safety along each side of gutter;
gutter bleed charge may apply)*

FOR AD FILE TEMPLATES VISIT
MotorTrendAutoShows.com/pubspeccs

PRINTING SPECIFICATIONS

A DIGITAL AD MATERIALS: DO NOT SEND JPEG FILES.

The preferred file format is PDF/X-1a. Embed ALL fonts and include an accurate color proof (see D below). PDFs should be distilled at actual size with registration and crop marks positioned beyond the trim and/or any bleed areas (minimum registration mark offset of 0.25").

Include ALL fonts associated with your file and ALL high-resolution images (minimum 300 dpi), scaled no more than 15% of original size (85%–115%). All text in Illustrator files should be converted to outlines and saved as an EPS vector file. All bitmap (photo) art files should be saved as TIFF or EPS files. **JPEG files are not acceptable.** We accept Macintosh native files from InDesign, QuarkXPress, Illustrator and Photoshop. Other file types, including PC/Windows platform files, which require conversion, may be subject to additional charges.

Photocopies, laser prints or faxes will NOT be accepted as press-ready artwork or proofs. Additional charges will be incurred by the advertiser for alterations needed to make submitted artwork or files press-ready.

Clippable (coupon) ads are not acceptable.

B ORIGINAL MATERIALS, PROOFS OR DISKS will not be returned.

C HALFTONE SCREEN: 200 line screen

D All ad materials, including digital and e-mailed files, must be accompanied by a full-size SWOP color proof with registration/crop marks and color bar. We cannot guarantee accuracy of the ad without a proof.

E DEFINITIONS:

Bleed Ad: Full Page Ad: includes any artwork or text which extends beyond the 7.25" x 10" image area. Inside Spread: includes any artwork or text which extends beyond the 15" x 10" image area, or extends into the gutter area (*publisher's discretion applies*). **NOTE: Elements that "bleed" off the trimmed page should extend at least 0.1875" beyond the ad trim with all crop and registration marks OUTSIDE of the bleed area.**

Trim: The edge of the page (7.75" x 10.5")

Non-Bleed Ad: Ad designed to "float" within the trimmed page (full inside page ads: 7.25" x 10"; spreads: 15" x 10").

Safety/Critical Art Area: 0.25" inside of the trim edge. **All critical art elements and text MUST stay inside this area** to avoid being trimmed (critical art area for full page ads: 7.25" x 10"; spreads: 15" x 10").

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SUBMITTING YOUR AD

Mail/overnight delivery: Support Services Coordinator
c/o Motor Trend Auto Shows
6375 Flank Drive ▪ Harrisburg, PA 17112 ▪ 717.671.4363

E-mail files: ProgramAds@MotorTrendAutoShows.com

FTP Upload: If your file exceeds 3 MB in size, upload to our FTP site.
You will need FTP client software (e.g. SmartFTP, Transmit, etc.):

Address: ftpeast.sourceinterlink.com

Username: mtas

Password: mtas\$*ftp

Upload your PDF to the *mtas/ads* directory.

**Once your PDF has been uploaded, please contact
our Support Services Coordinator with the filename:**

via phone: 717.671.4363

via email: ProgramAds@MotorTrendAutoShows.com

Motor Trend Auto Shows, LLC reserves
the right to reject any advertising.

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