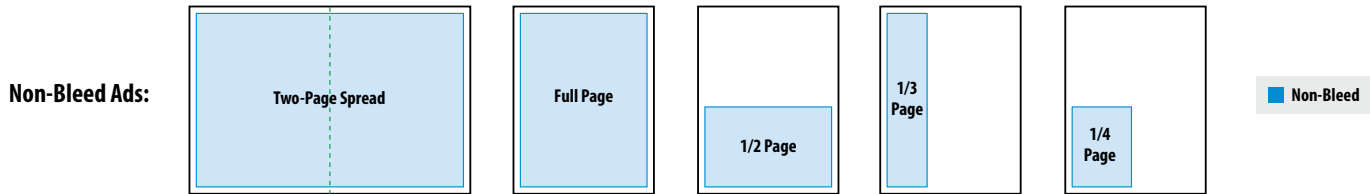
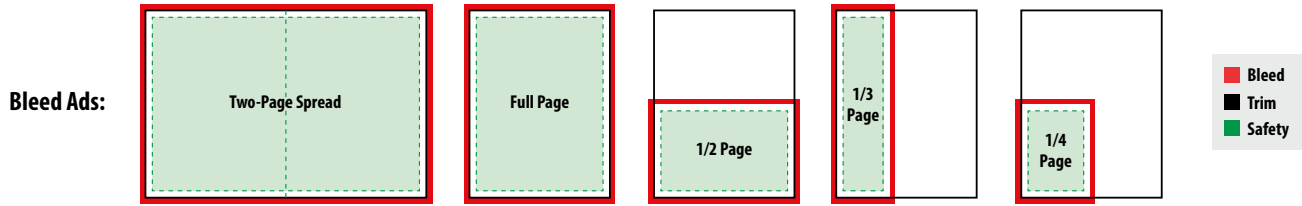


## ADVERTISING SPECIFICATIONS – PARTS MAGAZINE & DRAG SPECIALTIES MAGAZINE

PAGE SIZE: 8.375" x 10.875"

Revised July 2024



NOTE: Dimensions are always stated in standardized **width** (first) x **height** (second).

AD SIZE	Trim	Bleed	Safety	Non-Bleed
<b>Two-Page Spread</b>	16.75 x 10.875"	17 x 11.125"	16.25 x 10.375"	16.25 x 10.375"
<b>Full-Page</b>	8.375 x 10.875"	8.625 x 11.125"	7.875 x 10.375"	7.375 x 9.875"
<b>1/2 Page</b>	8.375 x 5.25"	8.625 x 5.5"	7.875 x 4.75"	7.375 x 4.875"
<b>1/3 Page</b>	2.75 x 10.875"	3 x 11.125"	2.25 x 10.375"	2.5 x 10.375"
<b>1/4 Page</b>	4 x 5.25"	4.25 x 5.5"	3.5 x 4.75"	3.5 x 4.875"

### AD SIZE DEFINITIONS

**Trim** – The edge of the page, or the final visible borders of a ‘bleed’ ad.

**Bleed** – .125" on each side beyond the trim measurement of a ‘bleed’ ad. (That is, add .25" overall to the trim measurements.) Elements that touch the trim edge should extend at least .125" beyond trim on each side. The bleed area will be “trimmed off” in print.

**Safety** – Also commonly referred to as “Live Area”, this is measured as .25" inside of trim on each side of a ‘bleed’ ad. (That is, subtract .5" overall from both the width and height trim dimensions.) This is considered the ‘safe’ area for critical content. All critical image, graphic and text elements not intended to bleed should be within this measurement. Artwork elements beyond the safety area risk being trimmed in the printed issue.

**Non-Bleed** – Non-bleed ads do not reach the trim edges of the magazine and therefore have white margins around all sides in the printed issue. The above aspects of “bleed” and “safety” do not apply to non-bleed advertisements.

### DIGITAL AD FILE REQUIREMENTS

*Parts Magazine* and *Drag Specialties Magazine* are produced entirely in a digital format and are printed using state of the art computer-to-plate technology.

- » **Accepted file formats: PDF (highly preferred).** Other formats: EPS or TIF (w/compression).
- » **Unacceptable file formats:** JPG and native application formats such as QuarkXpress, InDesign, Illustrator, Photoshop, all Microsoft file formats, etc.
- » Spread ads should be submitted as a single file at “Two-Page Spread” dimensions. Do not split the file into two separate pages.
- » High-resolution images must be used (300ppi minimum).
- » Fonts must all be embedded or else outlined (vector artwork) or rasterized.
- » Convert all RGB color mode images and spot colors to CMYK color mode. Any non-process colors included in the file will be automatically converted to CMYK.
- » Total ink density should not exceed 300%. **Do not use “Registration” color** in the artwork!
- » Trapping is the responsibility of the file provider.
- » Be sure crop and bleed marks are included. Crop marks should have an offset of .125".

### QUESTIONS & SUBMISSION INFO

Contact: Jen Rose, Vice President  
 Phone: 949-813-8104  
 Email: [jen@emdebooks.com](mailto:jen@emdebooks.com)

Artwork may be submitted via email, or through our FTP site.

### FTP FILE UPLOAD INSTRUCTIONS

Upload final ad artwork at:

<https://www.hightail.com/u/PartsMagazine>