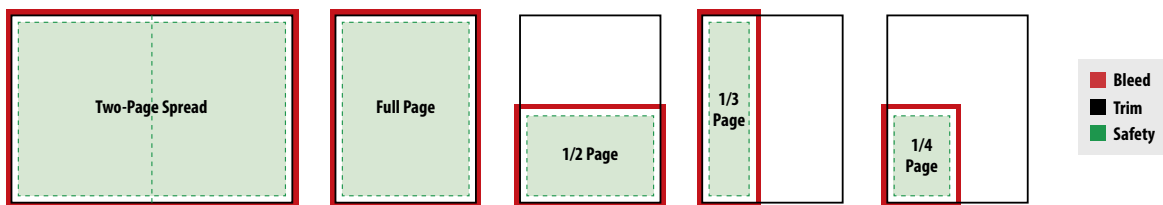# ADVERTISING SPECIFICATIONS – *PARTS MAGAZINE & DRAG SPECIALTIES MAGAZINE*
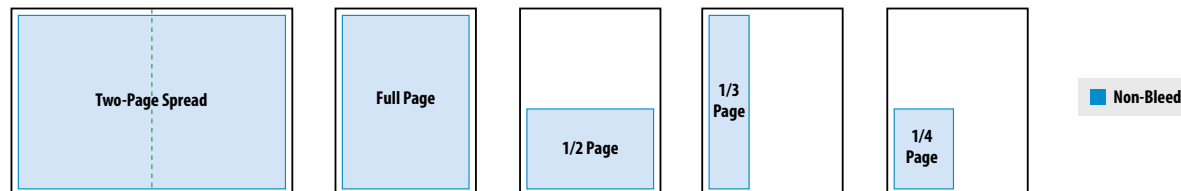
PAGE SIZE: 8.375″ x 10.875″

Revised August 2025

Bleed Ads:

Two-Page Spread | Full Page | 1/2 Page | 1/3 Page | 1/4 Page

■ Bleed
■ Trim
■ Safety

Non-Bleed Ads:

Two-Page Spread | Full Page | 1/2 Page | 1/3 Page | 1/4 Page

■ Non-Bleed

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

AD SIZE	Trim	Bleed	Safety	Non-Bleed
Two-Page Spread	16.75 x 10.875″	17 x 11.125″	16.25 x 10.375″	16.25 x 10.375″
Full-Page	8.375 x 10.875″	8.625 x 11.125″	7.875 x 10.375″	7.375 x 9.875″
1/2 Page	8.375 x 5.25″	8.625 x 5.5″	7.875 x 4.75″	7.375 x 4.875″
1/3 Page	2.75 x 10.875″	3 x 11.125″	2.25 x 10.375″	2.5 x 10.375″
1/4 Page	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 <u>risk being trimmed</u> 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.
» Please check that all images in the ad file are **high-resolution (300ppi)**.
» **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** for 4-color process. Any non-CMYK 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.
» Please **include crop marks** in your ad file. Crop marks should have an offset of .125″.

QUESTIONS & SUBMISSION INFO

Contact: Jen Rose
Phone: 949-813-8104
Email: 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