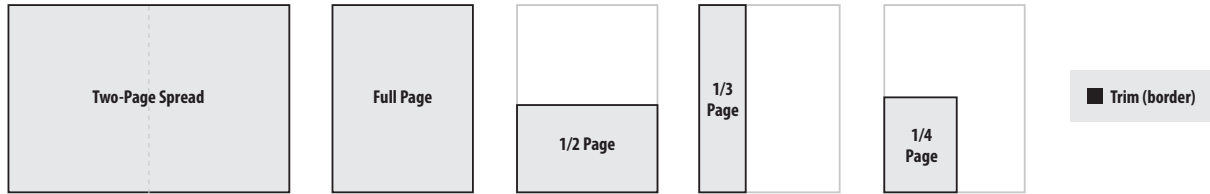


## ADVERTISING SPECIFICATIONS – PARTS EUROPE MAGAZINE

PAGE SIZE: 210 x 297 mm

Revised November 2, 2023

**Ad Placements:**



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

AD SIZE	Trim
Two-Page Spread	420 x 297 mm
Full-Page	210 x 297 mm
1/2 Page	210 x 146 mm
1/3 Page	73 x 297 mm
1/4 Page	100 x 146 mm

### AD SIZE DEFINITIONS

**Trim** – The edge of the page, or the final visible borders of an ad.

Now being exclusively published in a digital format, the following previously-used terms and requirements for print publishing are no longer applicable with preparing any Parts Europe magazine advertisements (beginning with Volume 15, Issue #1):

-  **Bleed**
-  **Safety**
-  **Non-Bleed**

» **Note:** All past-submitted ad files can continue to be “picked up” as needed for current and future issues of Parts Europe magazine. No revisions are needed.

### INSTRUCTIONS FOR INCLUSION OF VIDEO

Digitally-published, you may include video in your ad by either of two means:

- » **Embedded Video** (preferred) – Allow for sufficient space to place your 16:9 ratio video in your ad (typically a box the size you want to have the video). The video will be placed over that space when digitally-published. When submitting your ad file, notify the Production Manager of your video’s YouTube or Vimeo-published URL (web address). Important: Please do not provide any actual video files or any URLs outside of YouTube or Vimeo.
- » **Linking to a Video Page** – Include a graphic element in your ad (typically including an obvious “play” button) and provide the URL to where your video is streamed.

### DIGITAL AD FILE REQUIREMENTS

*Parts Europe Magazine* is now published exclusively in a digital format.

- » **Accepted file formats: PDF (highly preferred).**  
Other formats: EPS or TIF (w/compression).
- » **Unacceptable file formats:** JPG and native application formats such as Quark Xpress, 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 should be used (300ppi). With digital publishing, this is to ensure optimal clarity when a viewer should “zoom in” on any area of your ad.
- » Fonts must all be embedded or else outlined (vector artwork) or rasterized.
- » No marks of any kind are needed (crop, bleed, registration, etc).

### QUESTIONS & SUBMISSION INFO

Contact: Jen Rose, Production Manager  
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>