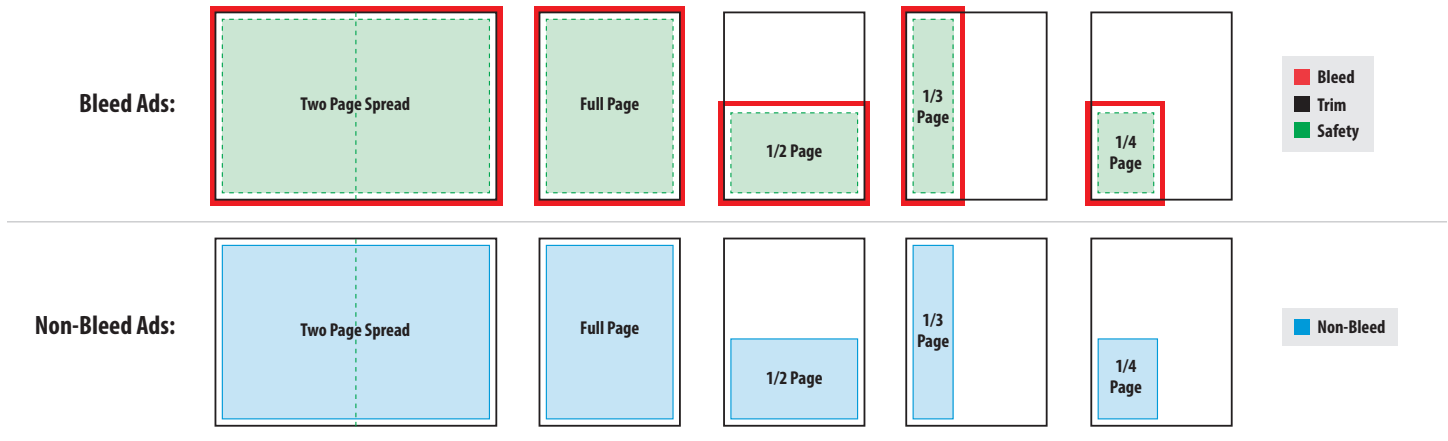


PRINT ADVERTISING SPECIFICATIONS – PARTS MAGAZINE & DRAG SPECIALTIES MAGAZINE (USA)

TRIM SIZE: 8.375" x 10.875"

Revised September 2020



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

AD SIZE	Trim	Bleed	Safety	Non-Bleed
2-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 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.

- » File type: PDF (highly preferred). Other acceptable formats: EPS or TIF.
- » High-resolution images should be used (300ppi minimum).
- » Unacceptable file formats: Native applications such as Quark Xpress, InDesign, Illustrator, Photoshop, all Microsoft file formats, etc.
- » 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. All elements must be in CMYK mode (4 color process). Any non-process colors included in the file will be automatically converted to CMYK. Conversion process may compromise integrity of the file and cause unexpected results in print.
- » Total ink density should not exceed 300%.
- » Trapping is the responsibility of the file provider.
- » Be sure crop and bleed marks are included. Crop marks should have an offset of at least .125".
- » Include an electronic "soft-proof" with artwork submission. Low-resolution JPG is acceptable.

QUESTIONS & SUBMISSION INFO

Contact: Jen Rose, Production Manager
 Phone: 949-813-8104
 Email: jen@emdebooks.com

Artwork and soft-proof files must be supplied on CD or online through our FTP site.

Art files on CD should be shipped to:

Don Emde, Inc.
 PO Box 6118
 Laguna Niguel, CA 92607

FTP FILE UPLOAD INSTRUCTIONS

Upload final ad artwork and soft-proof at:

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