

Ad Specs

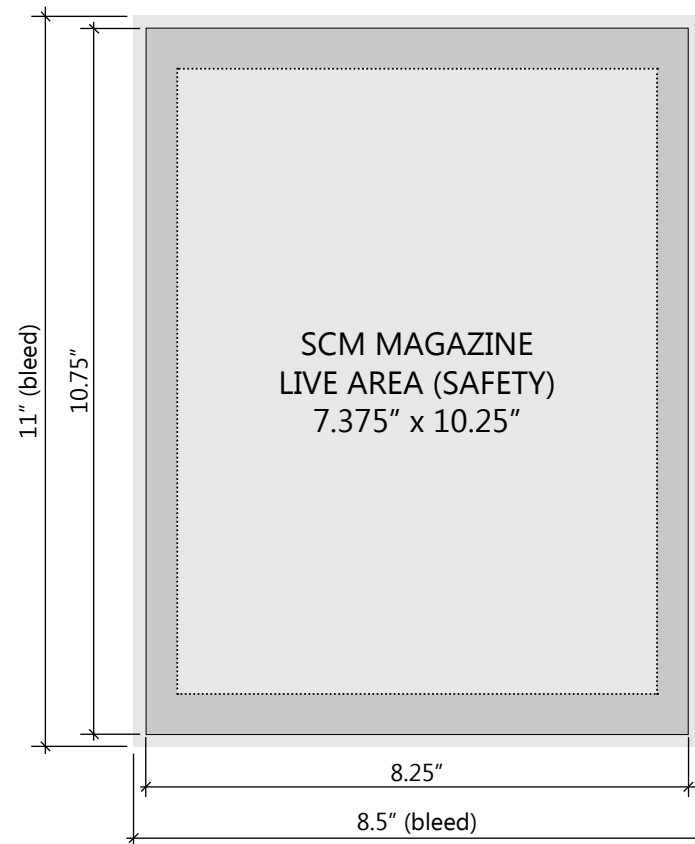
Sports Car Market magazine

| Ad Size | Width | Height |
|---|--|------------|
| Gatefold Spread w/bleed* | 16.125" | 11" |
| Gatefold Spread Trim Size | 15.875" | 10.75" |
| <i>(Folds at 7.75" from left side of ad trim size. Detailed gatefold ad specs available.)</i> | | |
| Two Page Spread w/bleed* | 16.75" | 11" |
| Two Page Spread Trim Size | 16.5" | 10.75" |
| Full Page w/bleed | 8.5" | 11" |
| Full Page Trim Size | 8.25" | 10.75" |
| Full Page Live Area | 7.375" | 10.25" |
| 1/2 Page Horizontal | 7.375" | 4.75" |
| 1/2 Page Vertical | 3.625" | 10" |
| 1/3 Page Square | 4.85" | 4.75" |
| 1/3 Page Vertical | 2.325" | 10" |
| 1/4 Page Horizontal | 4.85" | 3.55" |
| 1/4 Page Vertical | 3.625" | 4.75" |
| 1/6 Page Horizontal | 4.85" | 2.25" |
| 1/6 Page Vertical | 2.325" | 4.75" |
| Business Card | 3.625" | 2.25" |
| Resource Directory | Limited to 60 words including contact information. Logos must be 300 dpi, CMYK. | |

Bleeds: Bleeds may be added to full page ads at no extra charge. Ads smaller than full page do not bleed.

*Spread Live Area is same as full page safety specs. No gutter space for art is needed (artwork can carry to center, text should be in Live Area)

**Ads must be 300dpi, CMYK.
PDF, JPG, or TIFF accepted.**



File Specifications

SCM is laid out in Adobe InDesign CS on a PC network. We ship pages to our printer as Adobe PDF files. To ensure the best and most consistent print quality for your ad, we have developed the following requirements for display ad files:

Preferred file types are PDF, TIFF and JPG.

Any other file type must be approved before delivery by the Art Director. Quark files cannot be accepted. Mac files can generally be accepted if they are one of the approved types.

Color ads must be full process CMYK only. Ads with spot colors will not be accepted.

No spot, Pantone or related specific colors other than CMYK are accepted. Please convert all placed files to CMYK before sending your ad; failure to do so will mean we cannot ensure accurate color reproduction.

File Delivery

Email (Preferred Method)

Files up to 10MB in size may be delivered by e-mail. Please send to: artdir@sportscarmarket.com.

File Hosting Services

We are happy to accept ad files via file sharing sites such as Dropbox, Hightail, WeTransfer, etc. Please grant access to your Account Executive and/or Ad Coordinator.

Not accepted

ZIP (any type), JAZ, Syquest or anything not mentioned above.

Pocket Price Guide Specifications

| Ad Size | Width | Height |
|---------------------|-------|--------|
| Full Page Trim Size | 4.5" | 6.5" |
| Full Page w/bleed | 4.75" | 6.75" |