



Magazine Specs

- » Printed web offset
- » PMS inking available
- » Flood gloss UV coated covers and gloss text stock
- » Heatset
- » Perfect bound

Size Width x Height (inches)

- » Trim size: 9.0" x 10.875"
- » Bleed: Add 1/8" to all sides (spread and full page ads only)
- » Live area: Keep all text and critical imagery at least 1/4" from trim edge (necessary on spread and full page ads only)

Size	Width	x	Height
Two-Page Spread	18	x	10.875
Full Page	9	x	10.875
1/2 Page (horizontal)	8.25	x	5
1/2 Page (vertical)	4	x	10.1875
1/4 Page (horizontal)	8	x	2.25
1/4 Page (vertical)	4	x	5
1/6 Page (The Dyno)	3.75	x	3.25
1/8 Page	4	x	2.375
The Speed Shop	1.875	x	1

File Delivery Info

Please contact your sales representative for access to our advertiser upload and storage site. **Please do not email files.**

Mechanical Assistance/Questions

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 Director of Design & Production
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Acceptable Formats

- » PDF, JPEG, or TIFF (300 DPI) built to size
- » PDF preferred
- » PDF/X-1a files recommended
- » Output PDF with proper trim and bleed boxes set
- » Total ink density should not exceed SWOP 300%
- » Designing ad in Adobe Photoshop or other raster graphics application not recommended
- » If designing in Photoshop, output JPEG or TIFF rather than PDF

Full Page Ad Diagram

