

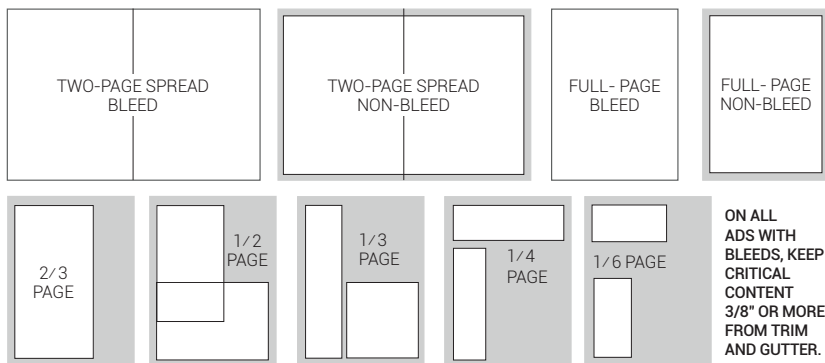
RC CAR ACTION PRINT AD SPECS



PRINT AD SIZES

Sizes	Width	Height
Spread—With 1/8" bleed on all sides	16.25"	11.125"
Spread—Non-Bleed	15"	10"
Full Page—Non-Bleed	7"	10"
Full Page—With 1/8" bleed on all sides	8.25"	11.125"
2/3 Page	4.625"	10"
1/2 Page (V)	4.625"	7.375"
1/2 Page (H)	7"	4.875"
1/3 Page (V)	2.25"	10"
1/3 Page (S)	4.625"	4.875"
1/4 Page (H)	7"	2.375"
1/4 Page (V)	2.25"	7.375"
1/6 Page (H)	4.625"	2.375"
1/6 Page (V)	2.25"	4.875"

H = Horizontal, V = Vertical, S = Square



AD SPECS FOR PRINT

PRINTING PROCESS: Web Offset
 BINDING PROCESS: Perfect Bind

REQUIRED AD MATERIAL:

File Info: 300 dpi PDF files created to PDF/X-1a settings strongly preferred.

Ad Sizes: Please adhere to Air Age Media Ad Size requirements when building your ad files.

Fonts: All fonts must be embedded in the file.

Safety Area: On all ads with bleeds, keep critical content 3/8" or more from the trim and gutter.

Knockout type: You must make sure your font size and thickness is sufficient for type that is knocking out of image and colors.

Black type: Should always be set to 100K (100K, 40C for rich black) and set to overprint.

Coloration: All color data must be CMYK. The file should not contain any RGB, LAB, etc. Maximum combined density must not exceed 290%. Material should be prepared to SWOP (Specifications for Web Offset Publications) standards.

AD FILE DUE DATES:

In order for Air Age to properly review ad file materials, it is important for our advertisers to adhere to Air Age Media's Ad Material Due Dates. Please contact production@airage.com or your Air Age Media sales representative if you need a list of our Ad Closing and Due Dates.

PROOFS:

Hard Proofs are not required. If you do send a proof it must be made to SWOP standards and received by the material due date.

EMAIL:

Files up to 25MB can be emailed to production@airage.com
 (large files should be zipped)

FOR FTP INFORMATION CONTACT:

Production (203) 529-4604
production@airage.com



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