

AMOS AUTOMOTIVE PUBLISHING

ADVERTISING SPECIFICATIONS

NOTE: ALL MEASUREMENTS IN INCHES

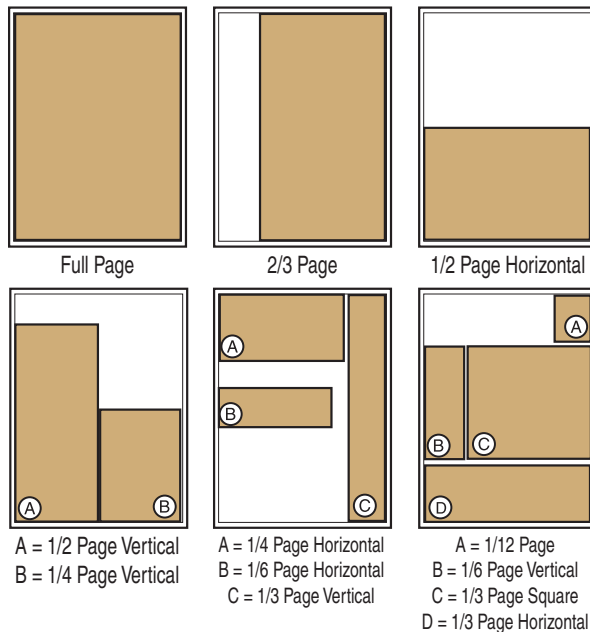
Trim and Ad Size	Width	Height
Trim Size:	7.75	10.5
Safe Type area for Ads that bleed	7.25	10
Live Area	6.625	9.625
Column	2.125	9.625
Gutter width (picas)	0p9	

Margins	Picas	Inches
Top	2p7.5	0.437
Bottom	2p7.5	0.437
Inside	3p4.5	0.562
Outside	3p4.5	0.562

Ad Dimensions	Width	Height
Full page bleed	8	10.75
Full page	6.625	9.625
2/3 page	4.375	9.625
1/2 page Vertical	4.375	7.25
1/2 page Horizontal	6.625	4.75
1/3 page Vertical	2.125	9.625
1/3 page Square	4.375	4.75
1/3 Page Horizontal	6.625	3.2
1/4 page Vertical	3.25	4.75
1/4 page Horizontal	4.375	3.625
1/6 page Vertical	2.125	4.75
1/6 page Horizontal	4.375	2.25
1/12 page	2.125	2.25
Vendor Locator	2.125	1.25

Bleed Sizes	Width	Height
Full page	8	10.75
1/2 Horizontal	8	5.33
1/2 Vertical	5	7.875
1/3 Vertical	3	10.75
1/3 Square	5	5.33
1/3 Horizontal	8	3.75
1/4 Horizontal	5	4.25
1/4 Vertical	4	5.33

Retail Unit Sizes (nonbleed sizes shown)



Electronic Specifications

Format: Macintosh or PC

Software: QuarkXpress, Pagemaker, Illustrator, Freehand, Photoshop

Formats: EPS, TIFF, or PDF, PDF files must have all images and fonts included

Resolution: Photos and other graphic elements must be saved at no less than 300 dpi

Fonts: Supply both screen and printer fonts, Postscript Type 1 only. No True Type fonts, please.

Proofs: Supply hard copy proofs that match digital file submitted

E-mail: We can accept files by e-mail. Stuff or Zip files before sending. Self extracting files preferred.

FTP site: advftp.amospublishing.com Call for log-in information