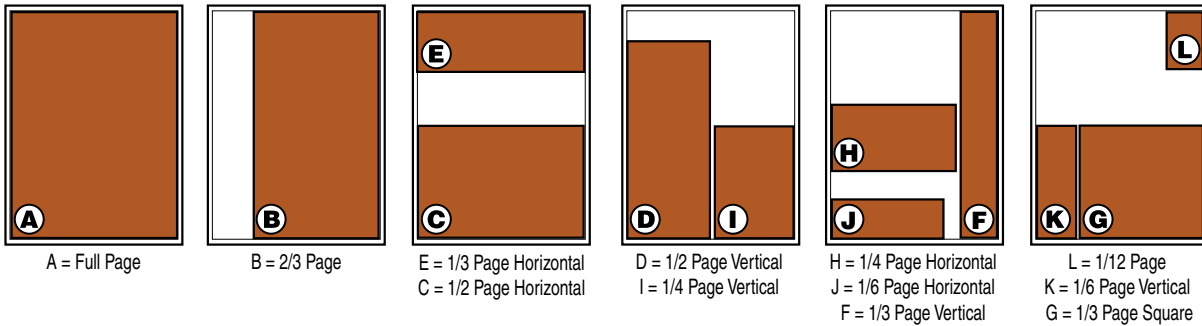


AMOS AUTOMOTIVE PUBLISHING

ADVERTISING SPECIFICATIONS

NOTE: ALL MEASUREMENTS IN INCHES

Retail Unit Sizes (nonbleed sizes shown)



	Ad Size	Non-Bleed Size	Bleed Size	Safe Type Area
A	Full Page	6.625 x 9.625	8 x 10.75	7.25 x 10
B	2/3 page	4.375 x 9.625	5.25 x 10.75	4.5 x 10
C	1/2 page Horizontal	6.625 x 4.75	8 x 5.33	7.25 x 4.75
D	1/2 page Vertical	4.375 x 7.25	5 x 7.875	4.5 x 7.25
E	1/3 page Horizontal	6.625 x 3.2	8 x 3.75	6.625 x 3.2
F	1/3 page Vertical	2.125 x 9.625	3 x 10.75	2.125 x 10
G	1/3 page Square	4.375 x 4.75	5 x 5.33	4.375 x 4.75
H	1/4 page Horizontal	4.375 x 3.625	5 x 4.25	4.375 x 3.625
I	1/4 page Vertical	3.25 x 4.75	4 x 5.33	3.25 x 4.75
J	1/6 page Horizontal	4.375 x 2.25	N/A	N/A
K	1/6 page Vertical	2.125 x 4.75	N/A	N/A
L	1/12 page	2.125 x 2.25	N/A	N/A
	Vendor Locator	2.125 x 1.25	N/A	N/A

Full Page Magazine Trim size is 7.75 x 10.5

Electronic Specifications

Format: Macintosh or PC

Software: InDesign, QuarkXpress, Illustrator, Photoshop, Acrobat

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.

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