

2015 MARKETPLACE



RATES		4-COLOR
AD SIZES		
1/6 Pg.		\$11,418
1/3 Pg.		\$20,481
1/2 Pg.		\$28,992

All rates are effective with the January 2015 issue.
 For more information, please contact **John Stankewitz** at 212-649-4201
 or jstankewitz@hearst.com

PRODUCTION SPECIFICATIONS	
UNIT SIZE	WIDTH X DEPTH
1/6 Vertical	2.25" X 4.75"
1/3 Vertical	2.25" X 10"
1/3 Square	4.625" X 4.75"
1/2 Horizontal	7" X 4.75"



REQUIRED FILE FORMAT: PDFX1-a File

RESOLUTION: All color and grayscale photos: 300 dpi or better (save all color art in CMYK mode)

BLACK AND WHITE ART: 1200 dpi or better

INK COVERAGE: Maximum coverage 320%

RICH BLACK: Avoid using rich black in small text (under 15 pt.)

SPOT COLORS: No spot colors (pantone) should be used.

Please submit your ads via the HEARST AD GATEWAY: <http://ads.hearst.com>

For Car and Driver production questions, please contact **Frank Linzan** at 212-649-3206 or email flinzan@hearst.com