

# CAR AND DRIVER

## Mechanical Specifications 2017

SPACE	LIVE/NONBLEED (WIDTH X DEPTH)	BLEED (WIDTH X DEPTH)	TRIM (WIDTH X DEPTH)
2 Page Spread	14-3/4" x 10"	15-1/2" x 10-3/4"	15-1/4" x 10-1/2"
Full Page	7-1/8" x 10"	7-7/8" x 10-3/4"	7-5/8" x 10-1/2"
2/3 Page Vertical	4-1/2" x 10"	5-1/4" x 10-3/4"	5" x 10-1/2"
1/2 Page Horizontal Spread	14-3/4" x 4-5/8"	15-1/2" x 5-3/8"	15-1/4" x 5-1/8"
1/2 Page Horizontal	7-1/8" x 4-5/8"	7-7/8" x 5-3/8"	7-5/8" x 5-1/8"
1/2 Page Vertical	3-1/8" x 10"	3-7/8" x 10-3/4"	3-5/8" x 10-1/2"
1/3 Page Vertical	1-7/8" x 10"	2-5/8" x 10-3/4"	2-3/8" x 10-1/2"
1/3 Page Square	4-1/2" x 4-5/8"	5-1/4" x 5-3/8"	5" x 5-1/8"

**Final Trim Size:** 7-5/8" W x 10-1/2" D

**Bleed:** 1/8"

**Binding Method:** Perfect Bound

**Jog Position:** Foot

Live Matter Safety – leave 1/4" from all Trim edges

**REQUIRED FILE FORMAT:** PDF X1-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

For complete advertising specifications, and to submit your ads electronically, go to <http://ads.hearst.com>

For material extensions or questions, please contact **Zachary Smith** at **212.450.7110** or **Zachary.Smith@pubworx.com**

For supplied insert extensions or questions, please contact **Elizabeth Cascone** at **212.450.0911** or **Elizabeth.Cascone@pubworx.com**