



Hearst Direct Media 2018 CD Marketplace

SPACE	MECHANICAL SPECIFICATIONS	RATES
1/6 page vertical	2.25" W x 4.75" H	\$12,580

EFFECTIVE: February 2018 issue

CIRCULATION: 1,200,000

NOTE: All rates reflect gross rates

For more information, please contact Brad Gettelfinger at 212.649.4204 or bgettelfinger@hearst.com.

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 **Talina Bujdud Cervantes** at **414.622.2889** or TBujdudCerva@qg.com.

For the full terms and conditions, please refer to General Conditions within the Car and Driver media kit at

www.caranddrivermediakit.com.