



## Hearst Direct Media 2019 CD Marketplace

SPACE	MECHANICAL SPECIFICATIONS	RATES
1/6 page Vertical	2.25" W x 4.75" H	\$11,995
1/3 page (Vertical or Square)	Vertical: 2.25" W x 10" H Square: 4.625" W x 4.75" H	\$19,195

**EFFECTIVE:** February 2019 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](mailto: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](mailto: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](http://www.caranddrivermediakit.com).