

CAR AND DRIVER

DIRECT MEDIA 2023

| SPACE | MECHANICAL SPECIFICATIONS (WIDTH X DEPTH) | RATES |
|-------------------------------|---------------------------------------------------------|----------|
| 1/6 PAGE (VERTICAL) | 2.25" W x 4.75" H | \$11,360 |
| 1/3 PAGE (VERTICAL OR SQUARE) | VERTICAL: 2.25" W x 10" H SQUARE: 4.625" W x 4.75" H | \$18,170 |

Effective: February / March 2023 issue

Circulation: 500,000

DIGITAL FILE FORMATS

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

MATERIAL REQUIREMENTS

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

For material extensions or questions, please contact Yazmin Alonso at 414.622.2875 or vialonsolong@quad.com

