

# CAR AND DRIVER

## MECHANICAL SPECIFICATIONS 2023

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

**Final Trim Size:** 7 1/2" 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

### 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](mailto:vialonsolong@quad.com)

For supplied insert extensions or questions, please contact Mario Cerrato at 305.859.0152 or [mario.cerrato@pwxolutions.com](mailto:mario.cerrato@pwxolutions.com)