



HEARST DIRECT MEDIA 2016 CD MARKETPLACE

SPACE	RATES
1/6 page	\$11,980
1/3 page	\$21,505

MECHANICAL SPECIFICATIONS	
UNIT SIZE	WIDTH X DEPTH
1/6 Vertical	2.25" x 4.75"
1/3 Vertical	2.25" x 10"
1/3 Square	4.625" x 4.75"

EFFECTIVE: February 2016 issue.

CIRCULATION: 1,200,000

NOTE: All rates reflect gross rates

For more information, please contact **John Stankewitz** at 212-649-4201 or jstankewitz@hearst.com

REQUIRED FILE FORMAT: PDFX1-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 **Frank Linzan** at 212.649.3206 or flinzan@hearst.com

For the full terms and conditions please refer to the General Conditions within the Car and Driver media kit at www.caranddrivermediakit.com