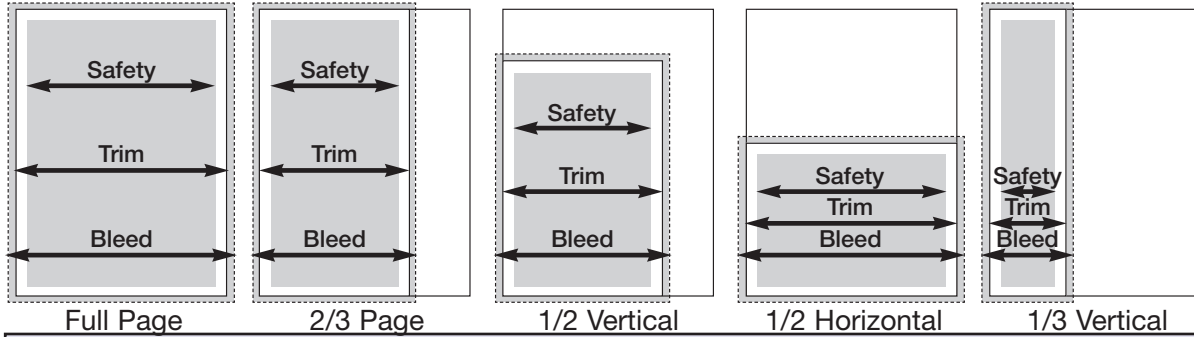


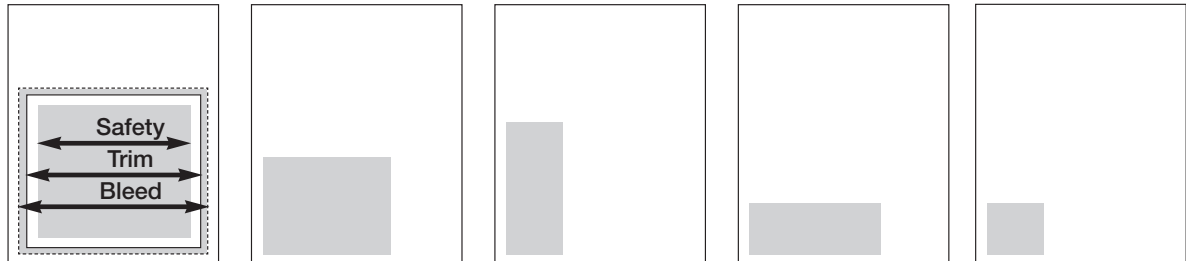
Advertising Mechanical Specs - Hot Rod Deluxe

TRIM SIZE 8W x 10 7/8H



	Full Page	2/3 Page	1/2 Vertical	1/2 Horizontal	1/3 Vertical
Non Bleed	7 1/2 W x 10 3/8 H	4 5/8 W x 10 H	4 11/16 W x 7 11/16 H	7 W x 4 3/4 H	2 1/4 W x 10 3/8 H
Bleed	8 1/4 W x 11 1/8 H	5 5/16 W x 11 1/8 H	5 1/2 W x 8 1/8 H	8 1/4 W x 5 1/4 H	3 1/16 W x 11 1/8 H
Trim	8 W x 10 7/8 H	5 3/16 W x 10 7/8 H	5 1/4 W x 7 7/8 H	8 W x 5 H	2 13/16 W x 10 7/8 H
Safety	7 1/2 W x 10 3/8 H	4 7/8 W x 10 3/8 H	4 3/4 W x 7 3/8 H	7 1/2 W x 4 1/2 H	2 5/16 W x 10 3/8 H

All live matter must be kept inside safety area



	1/3 Square	1/4 Horizontal	1/6 Vertical	1/6 Horizontal	1/12 Page
Non Bleed	4 3/4 W x 4 3/4 H	4 3/4 W x 3 3/4 H	2 1/4 W x 4 3/4 H	4 5/8 W x 2 3/8 H	2 1/4 W x 2 3/8 H
Bleed	5 1/4 W x 5 1/4 H				
Trim	5 W x 5 H				
Safety	4 3/4 W x 4 3/4 H				

	4" Vertical	3" Vertical	2" Vertical	1" Vertical
Non Bleed	2 1/4 W x 4 H	2 1/4 W x 3 H	2 1/4 W x 2 H	2 1/4 W x 1 H

	2 Page Spread	1/2 Page Spread
Non Bleed	15 W x 10 3/8 H	15 W x 4 3/4 H
Bleed	16 1/4 W x 11 1/8 H	16 1/4 W x 5 1/4 H
Trim	16 W x 10 7/8 H	16 W x 5 H
Safety	15 W x 10 3/8 H	15 1/2 W x 4 1/2 H

All live matter must be kept inside safety area

Non-Bleed - Subtract 1/2" from the trim size of a bleed ad to obtain the equivalent non-bleed ad size.

Bleed - 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim.

Trim - The edge of the page.

Safety - 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.

Digital material is required for all ads. For Source Interlink Media's complete Digital Advertising Specifications, magazine-specific specs and submission information, visit <http://ads.sourceinterlinkmedia.com/> on the web. A SWOP-standard proof, created from the supplied file, must be submitted with each 4-Color ad. If a SWOP proof is not supplied, Source Interlink Media will pull a proof for color guidance on press and you will be billed.