

Specifications **Print Magazine**

Magazine Production:

Printed web offset
 PMS inking
 Heat set
 Perfect bound
 Three columns per page

Size Width x Height (all sizes in inches)

Trim 8.5 x 10.875
 Bleed sizes add 1/8 all around

Size	Width		Height
Spread	17.0	x	10.875
Spread Bleed	17.25	x	11.125
Full Page Live Area	7.4	x	9.875
Full Page Bleed	8.75	x	11.125
2/3 Page Vertical	4.854	x	9.875
1/2 Page Horizontal	7.4	x	4.816
1/3 Page Vertical	2.309	x	9.875
1/4 Page Vertical	3.58	x	4.8175
Marketplace Large	7.0833	x	3.0417
Marketplace Medium	3.4167	x	3.0417
Marketplace Small	3.4167	x	1.4167

FTP Info:

<http://uploads.racer.com>
 User Name: RACERADS
 Password: racer1234

Acceptable Formats:

Formats listed in the order of preference:

- ▶ PDF/X-1a files recommended
- ▶ All furnished PDF files should comply with PDF X-1a specifications as detailed at www.pdf-x.com
- ▶ The PDF version should be either 1.3 or 1.4
- ▶ All high resolution images must be included where the PDF/X-1a file is saved
- ▶ Images must be SWOP (CMYK or grayscale), TIFF or EPS at 300dpi. RGB or JPEG images; do not nest EPS files into other EPS files. Do not embed ICC Profiles within images
- ▶ Fonts can be Type 1, Open Type or TrueType. Multiple Master fonts are not recommended; do not menu style your fonts
- ▶ Total area density should not exceed SWOP 300dpi
- ▶ Do not submit CT/LW, TIFF-IT or DCS file embedded in a PDF “wrapper”
- ▶ The ad should be right reading, in portrait mode at 100% size and no rotations
- ▶ Exporting a PDF from InDesign (CS or CS2) is not recommended due to Identity-H font encoding; DO NOT export as PDF from Quark (5 o 6); instead write to a postscript file from the native application and distill into a PDF using Adobe Acrobat Distiller with the correct job options
- ▶ It is recommended that the PDF file be certified PDF/X-1a using the PDF preflight utility

Specifications **Digital Magazine**

Cover Sponsorship:

Location: Right side, following publication cover

Size: Full page built to print magazine specs

File formats: High resolution PDF

Features: Can link to internal pages, external sites

Good use: As a welcome page to flag new content

Other: Supports multimedia

Blow-In:

Location: Overlays page(s) of choice

Size: Maximum 500w x 300h pixels

File formats: JPEG, GIF, Animated GIF

Features: Can select page position; link to URL

Good use: To intercept reader and encourage purchase

Other: Supports multimedia

Leaderboard Ad:

Location: Above the digital issue, within the interface

Size: Industry standard 728w x 90h pixels

File formats: JPEG, GIF, Animated GIF

Features: Can add JavaScript tag; link to URL

Good use: To promote product, commerce, resources, events

Other: Supports multimedia

**Please note that smartphones have smaller screens. For the iPhone and Android phones, video is automatically set to a fixed size, a click is required to play and there is a close button.*

Bellyband:

Location: Overlays page(s) of choice

Size: Maximum 800w x 175h pixels

File formats: JPEG, GIF, Animated GIF

Features: Can select page position; link to URL

Good use: Last issue, renewals, event reminders

Other: Supports multimedia

Audio/Video*

Videos are set up to appear on all platforms (digital edition and app). Video on iPhone and Android smartphones plays in full screen mode; video on iPad plays on the page where it is placed or in full screen mode.

Location: Select page number, request preferred position

Size & Length: Maximum 200 MB

Video formats: MPEG (.mpg, .mpeg4) Windows Media (.wmv)

Flash video: FLV (.flv, .f4v), QuickTime (.mov), AVI (.avi)

Audio formats: .mp3, .wav, .m4a

Note:

Audio files will display via the same player framework as video files;

Options:

Set video to a fixed size, or scale video with the page (default: fixed size)

Autoplay: Set video to play automatically, or make a click required to play (default automatic)

Close button: Video closed by viewer (default: yes)

Hidden video: Hide video when the page displays; access via a hot area on the page (default: no)

Disposition of Reproduction Material:

Reproduction material will be held one year from date of last insertion, and then deleted or destroyed, unless instructed otherwise in writing.

Cancellation Policy:

Changes or cancellations must be made on/before the space reservations deadline for the applicable issue in writing. Unless scheduled otherwise, contracted advertisers that wish to submit new materials must do so by the materials deadline, or the ad will run as published in the previous issue. Short rate will be charged for all incomplete contracts.

Billing Information:

AGENCY COMMISSION 15% of gross billing to recognized advertising/media agencies on space, color and position. Mechanical changes are non-commissionable.

TERMS NET 30 upon billing. Credit must be approved before credit terms are applicable. Otherwise, cash must accompany materials after space is reserved. A 100% deposit is required of all first-time advertisers, and is due by the materials deadline.

General Information:

All advertisements are subject to acceptance by Racer Media and Marketing, Inc. (Publisher). Publisher is not responsible for advertising materials left one month after the publication date. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable of such monies as are due and payable to the Publisher. All advertisements are accepted and published on the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. The advertiser and agency will indemnify and hold the Publisher harmless from and against any loss or expense arising out of the publication of such advertisements, including without limitation, those resulting from claims or suits from libel, violation of right of privacy, paganism, or copyright infringement.

Publisher shall not be subject to any liability whatsoever for failure to publish or circulate all or any issues because of strikes, work stoppages, accidents, fires, acts of God or any other *force majeure* event. If, for any reason, an acceptable ad is not run, the liability of the Publisher is limited to running said ad in the next available issue. Publisher is not responsible for errors in key numbers or other type set by the publisher. Publisher reserves the right to change its rates at any time.