

# CAR AND DRIVER

## Mechanical Specifications

SPACE	BLEED (WIDTH X DEPTH)	TRIM (WIDTH X DEPTH)	LIVE/NONBLEED (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

**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

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

For material extensions or questions, please contact **Emily Fowler** at **212.672.1319** or **ESFOWLER@blue-soho.com**.

For supplied insert extensions or questions, please contact **Elizabeth Cascone** at **212.450.0911** or **Elizabeth.Cascone@pubworx.com**.