



MECHANICAL SPECIFICATIONS
SPE AUTOMOTIVE INNOVATION AWARDS GALA

AD DIMENSIONS

| | WIDTH | HEIGHT | WIDTH | HEIGHT |
|--------------------------------|--------------|-----------|-------------|--------|
| 1/4 pg ad: | 3.75 in..... | 4.25 in. | 95 mm..... | 108 mm |
| 1/2 pg ad—Horizontal: | 7.75 in..... | 4.25 in. | 197 mm..... | 108 mm |
| 1/2 pg ad—Vertical: | 3.75 in..... | 8.5 in. | 95 mm..... | 216 mm |
| 1/2 pg ad—Vertical with bleed: | 4.25 in..... | 9 in. | 108 mm..... | 229 mm |
| Full pg ad without bleed: | 7.5 in. | 10 in. | 191 mm..... | 254 mm |
| Full pg ad with bleed: | 8.75 in..... | 11.25 in. | 222 mm..... | 286 mm |
| Trim Size: | 8.5 in. | 11 in. | 216 mm..... | 279 mm |
| Live Area: | 7.5 in. | 10 in. | 191 mm..... | 254 mm |

DEADLINE FOR AD SUBMITTAL

October 1

MEDIA SPECIFICATIONS

PDF/X-1a compliant or Press Ready PDF are preferred formats. Mac-formatted InDesign CS4, Illustrator CS4 or Photoshop CS4 files are also accepted. Include all graphics placed & fonts used. Photoshop graphics are to be in .tif, .eps or .jpg format, CMYK, 300 dpi at 100%. All fonts within vector files must be converted to outlines.

We cannot accept ads created in Word, Powerpoint, or any other software not listed above OR images embedded within. Artwork not production-ready to these specifications will incur pre-press charges to edit files. Revisions to ads after submission will incur charges.

PLEASE NOTE: If placement of an ad or any element of the ad is critical, we must be notified of it when the artwork is sent along with **corporate design guidelines**. A proof may be requested for review only if artwork is submitted at least 2 weeks prior to printing. If ads with critical placement aspects are submitted later than 2 weeks prior to printing, you may be subject to rush charges to pull a proof or placement of the critical element(s) may not be able to be guaranteed.

DELIVERY INSTRUCTIONS

Files can be emailed to jpicreative@att.net.
 Please upload files via FTP to www.yousendit.com if ads are larger than 20mb.

AD DESIGN

Ads can be designed by JPI Creative Group. Prices based on ad size. Quotes available upon request.

QUESTIONS?

Call 616 401-0441 EST US