

Publication Trim Size: 8 7/8 x 10 7/8  
 Type of Binding: Saddle-Stitched  
 Printing Process: Web Offset (SWOP)  
 # of Columns: 3

Standard Page Sizes	Live Area	Trim	Bleed
Full Page	8 1/8 x 10 1/8	8 7/8 x 10 7/8	9 1/8 x 11 1/8
*Full Page Spread	17 1/8 x 10 1/8	17 3/4 x 10 7/8	18 1/4 x 11 1/8
1/2 Page Spread	16 3/4 x 4 7/8	17 3/4 x 5 3/8	18 1/4 x 5 1/2
2/3 Page Vertical	5 3/8 x 10 1/8	6 x 10 7/8	6 1/8 x 11 1/8
1/2 Page Vertical	4 x 10 1/2	4 7/16 x 10 7/8	4 9/16 x 11 1/8
1/2 Page Horizontal	7 7/8 x 4 7/8	8 7/8 x 5 3/8	9 1/8 x 5 1/2
1/3 Page Vertical	2 1/2 x 10 1/8	3 x 10 7/8	3 1/8 x 11 1/8
1/3 Page Square	5 3/8 x 4 7/8	6 x 5 1/2	6 1/8 x 5 5/8
1/4 Vertical	3 7/8 x 5	4 1/2 x 5 1/2	4 5/8 x 5 5/8
1/ 12 Page	2 1/4 x 2		

- Please submit spread ads as 2 single page pdf files in the SMA portal using your full page trim size for each. This will require 2 separate uploads in the ad portal.
- Keep all live matter 3/8" inside trim of all ad sizes.
- Allow 1/4" safety gutter for ea. page of a spread when type is running across the gutter. Indicate trim on proof
- Fractional ads should be supplied with crop marks at least 1/8" outside the image area.

**Please send all print ad materials to the SendMyAd portal, NOT to the publication production manager.**

Simply log on to <https://napco.sendmyad.com> to setup your account and upload/approve your print ad.

### Digital Specifications/PDF File Requirements

PDF/X-1a is the required file format for Dealerscope magazine. Sending your ad as a PDF/X-1a protects the integrity of your ad file and ensures that it will print properly. Please upload your ad to the SendMyAd portal as a PDF/X-1a file created with Acrobat Distiller 7.0 or higher. Please provide proofs for reference in a separate folder in the above location.

Please Note:

- Scanned images for both display and marketplace ads must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphics) as a TIFF or EPS.
- All fonts must be embedded in the PDF and be Type 1 or 3 - No Truetype.
- Bleeds must be .1250" outside trim
- All PDFs must be high res/press optimized (PDF/X-1a Compliant)
- Files must be Right Reading, Portrait Mode only 100% size, no rotations.
- If color is critical please provide us with a composite SWOP-certified color proof (with color bars) and send to the production manager at the address below. To see a list of SWOP-certified proofs we accept, please visit <http://www.swop.org/certification/certmfg.asp>. We cannot grant makegoods for poor color reproduction unless a SWOP-certified color proof is supplied with your digital file.
- Ad files must be uploaded to the SendMyAd portal. Log on to <https://napco.sendmyad.com>. Call the Production Manager at the number below if you have questions.

*Please note: Advertisers or Ad Agencies that do not comply with these specifications and/or procedures waive all claims to makegoods or refunds and hold harmless Dealerscope in any and all production disputes.*

Publication Trim Size: 10<sup>7</sup>/<sub>8</sub> x 10<sup>7</sup>/<sub>8</sub>  
 Type of Binding: Perfect Bound  
 Printing Process: Web Offset (SWOP)  
 # of Columns: 2

Standard Page Sizes	Live Area	Trim	Bleed
Full Page	9 7/8 x 9 7/8	10 7/8 x 10 7/8	11 1/8 x 11 1/8
2 Page Spread	19 3/4 x 9 7/8	21 3/4 x 10 7/8	22 x 11 1/8
2/3 Page Horizontal	6 5/8 x 10 1/8	n/a	n/a
1/2 Page Horizontal	10 1/8 x 5 1/8	n/a	n/a
1/3 Page Vertical	3 3/16 x 10 1/8	n/a	n/a

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**Digital Specifications/PDF File Requirements**

PDF/X-1a is the required file format for *Connected Design* magazine. Sending your ad as a PDF/X-1a protects the integrity of your ad file and ensures that it will print properly. Please upload your ad to the SendMyAd portal as a PDF/X-1a file created with Acrobat Distiller 7.0 or higher. If you need assistance please do not hesitate to call the Production Manager at the number below.

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To send your ad log on to: <http://napco.sendmyad.com>

These Online Ad Specifications apply to:

- Leaderboards (728x90)
- Super Leaderboards (970x90)
- Medium Rectangles (300x250)
- Half Page Rectangles (300x600)
- Wide Skyscrapers (160x600)

The size of the placements should be indicated on the IO. Please contact your sales representative.

Format	Image, Animated Image
Dimensions	728x90, 970x90, 300x250, 300x600, 160x600
Max Initial File Size	200 Kb
Max Polite File Size	N/A
Max User initiated File Size	N/A
Animation	15 seconds @ 24 fps, maximum 3 loops, 4 frames
Video/Audio Length	N/A
Creative Requirements	<ul style="list-style-type: none"> <li><input type="checkbox"/> .jpg, .gif or .png accepted</li> <li><input type="checkbox"/> Click URL</li> <li><input type="checkbox"/> Flash ads not accepted</li> <li><input type="checkbox"/> Maximum 100 characters of alt text for accessibility (screen readers, older browsers, custom browser configurations, etc.)</li> </ul>
Other Creative Guidelines	IAB Guidelines for Universal Ad Package (UAP): <a href="http://www.iab.net/guidelines/508676/508767/displayguidelines">http://www.iab.net/guidelines/508676/508767/displayguidelines</a>
Hosting	Publisher Hosted or 3 <sup>rd</sup> Party  HTML5 – Max Initial File Load Size – 200 KB Subsequent Size – 300 KB Overall Total Combined Size – 500 KB
Submission Deadlines	2 Days Before Flight