



THE
ENTHUSIAST
NETWORK™

MEDIA KIT

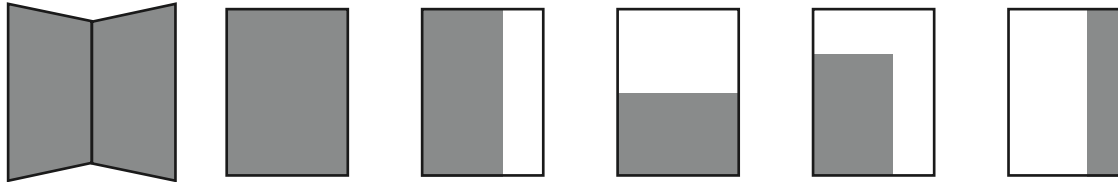
DIRT SPORTS & OFF-ROAD MAGAZINE

PRINT

ONLINE

RICH MEDIA

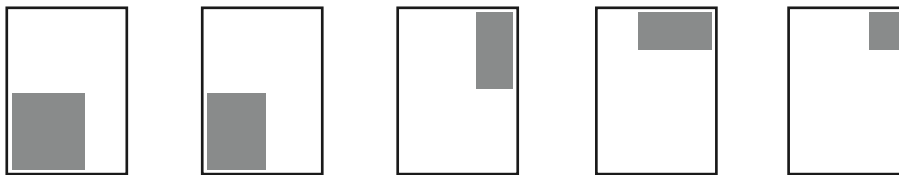
BLEED AD CONFIGURATIONS



	SPREAD	FULL PAGE	2/3 PAGE	1/2 HORIZ	1/2 ISLAND	1/3 VERT
BLEED	15.75" x 10.75"	8" x 10.75"	5.1875" x 10.75"	8" x 5.375"	5.1875" x 7.75"	2.875" x 10.75"
TRIM	15.5" x 10.5"	7.75" x 10.5"	4.9375" x 10.5"	7.75" x 5.125"	4.9375" x 7.5"	2.625" x 10.5"
NO-BLEED	14.5" x 9.5"	6.75" x 9.5"	4.4375" x 9.5"	6.75" x 4.625"	4.4375" x 7"	2.125" x 9.5"
SAFETY	15" x 10"	7.25" x 10"	4.4375" x 10"	7.25" x 4.625"	4.4375" x 7"	2.125" x 10"

Bleed margin adds .125" to all outside edges, and should not contain critical elements.

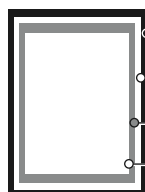
NO-BLEED AD CONFIGURATIONS



	1/3 SQUARE	1/4 ISLAND	1/6 VERT	1/6 HORIZ	1/12 HORIZ
SIZE	4.4375" x 4.625"	3.25" x 4.625"	2.125" x 4.625"	4.4375" x 2.25"	2.125" x 2.25"

Non-Bleed ads float within full-page safety area, .25" from trim.

UNDERTANDING MEASUREMENTS (Largest to smallest)



- BLEED An additional .125" amount on artwork to make the image extend all the way to the outside edges of the page.

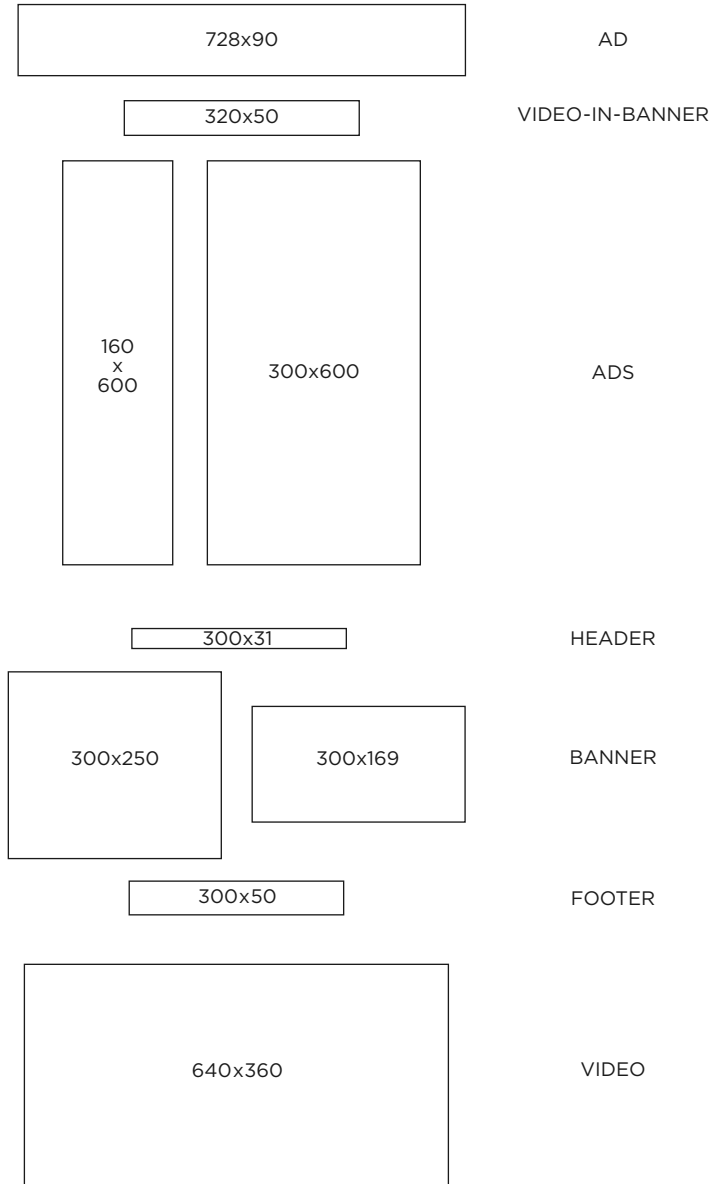
- TRIM The size of the page; useful for gauging size and placement of live elements.

- NO-BLEED A term indicating that the ad fits in an inset box, fully contained on the page and surrounded by space.

- SAFETY The .25" guideline inside trim measurement to used to position live elements.

ONLINE AD SPECIFICATIONS

DIRT SPORTS & OFF ROAD MAGAZINE - PROFILE AA



ROS/STANDARD AD UNITS: 728x90 / 300x250 / 160x600 / 300x600:

Format: JPG, GIF, or SWF format.
 Max file size: 50kb or less.
 SWF format: SWF files require a back-up JPG file.

ROS 300x250 VIDEO-IN-BANNER:

300x31 Header/300x50 Footer:
 Format: JPG or GIF format.
 Max file size: 50kb or less.

300x169:
 Format: YouTube or Vimeo Format.
 Control: Can be click-to-play with audio or auto-start on mute.

MOBILE ADHESION UNIT(S):

320x50/728x90 (tablet):
 Format: JPG format.
 Size: 50kb or less or in ad tag format.
 Instructions: Please provide click-thru URL if not sending in ad tag format.

PRE-ROLL ADVERTISING:

:15 second Pre-Roll Video:
 Format: mp4.
 Size: 10MB or less.
 Aspect Ratio: Ideal 640x360.

:30 second Pre-Roll Video:
 Format: mp4.
 Size: 10MB or less.
 Aspect Ratio: Ideal 640x360.
 Control: Skip button after 5 seconds must be included (TEN will add).