



THE
ENTHUSIAST
NETWORK™

MEDIA KIT

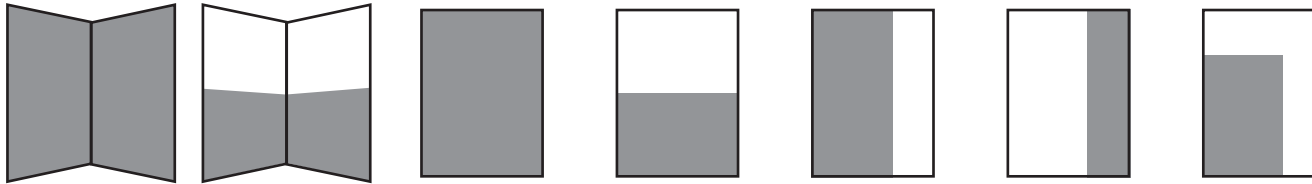
LOWRIDER MAGAZINE

PRINT

ONLINE

RICH MEDIA

BLEED AD CONFIGURATIONS



	SPREAD	1/2 SPREAD	FULL PAGE	1/2 HORIZ	2/3 VERT	1/3 VERT	1/2 ISLAND
BLEED	15.25" x 10.75"	15.25" x 5.375"	7.75" x 10.75"	7.75" x 5.375"	5" x 10.75"	2.8125" x 10.75"	5" x 7.75"
TRIM	15" x 10.5"	15" x 5.125"	7.5" x 10.5"	7.5" x 5.125"	4.75" x 10.5"	2.5625" x 10.5"	4.75" x 7.5"
NO-BLEED	14" x 9.5"	14" x 4.625"	6.5" x 9.5"	6.5" x 4.625"	4.25" x 9.5"	2.0625" x 9.5"	4.25" x 7"
SAFETY	14.5" x 10"	14.5" x 4.625"	7" x 10"	7" x 4.625"	4.25" x 10"	2.0625" x 10"	4.25" x 7"

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

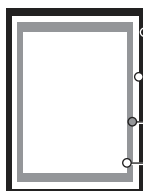
NO-BLEED AD CONFIGURATIONS



	1/3 SQUARE	1/4 SQUARE	1/6 HORIZ	1/6 VERT	1/8 HORIZ	1/12 HORIZ
SIZE	4.25" x 4.625"	4.25" x 3.4375"	4.25" x 2.25"	2.0625" x 4.625"	3.125" x 2.25"	2.0625" 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 ADVERTISING - STANDARD UNITS

AD SIZES:	300x175 300x250 300x600 728x90	
EXPANDABLE SIZE MAX (CLICK TO EXPAND):	INITIAL SIZE:	EXPANDED SIZE
	300x250	450x250
	728x90 (top)	728x180
	728x90 (bottom)	728x180
	300x175	450x175
	300x600	500x600
CLOSE METHOD	Click or roll off.	
INITIAL FILE SIZE	50kb max on initial.	
MAX FILE SIZE	100kb (expanded)	
CLOSE BUTTON	Required	
INITIAL ANIMATION	15 seconds	
MAX LOOPS	3 loops (15 seconds/loop).	
VIDEO	Non-user initiated	
IN-BANNER VIDEO	750kb max.	
AUDIO	User-initiated	
VIDEO/AUDIO LENGTH	15 seconds max.	
BUTTONS REQUIRED	Play, Stop, Pause, Mute, Restart	
FLASH VERSIONS	8 or below. AS2 and AS3 accepted.	
HOSTING NOTE:	For click tracking and redirect purposes, we will need the following "get URL code" embedded within the FLA file and have the exported SWF sent to us. Back up GIFs should be supplied with SWF files and under 40kb in size.	
CLICK TAG FOR FLASH (CASE SENSITIVE):	<pre>on (release) { getURL(_level0.clickTag,"_blank"); }</pre>	

ONLINE ADVERTISING SPECS - RICH MEDIA UNITS

We accept all DART-supported forms of rich media including the following:
Sizmek, PointRoll, Eyewonder, Klipmart, Flash, Shockwave, HTML, Javascript.

VIDEO AD LENGTH: 15 seconds maximum.

FORMATS FOR VIDEO: MiniDV, HDV, BetaSP, DVD or CD, CD or DVD Data (QT-DV-NTSC/AVI-DV-NTSC/HD-M2T).

QUANTITY ALLOWED: 3 videos max (will be randomly played/no guarantees on selection).

Client to provide a finalized ready-to-view video ad.
Client to supply 1x1 impression trackers and click trackers (redirect URL).

Send all assets to traffic@enthusiastnetwork.com.

AD OPERATIONS FTP:

HOST: ftp://adopsguest@ftp2.automotive.com
 USERNAME: adopsguest
 PASSWORD: GuestAd0p5