



THE
ENTHUSIAST
NETWORK™

MEDIA KIT

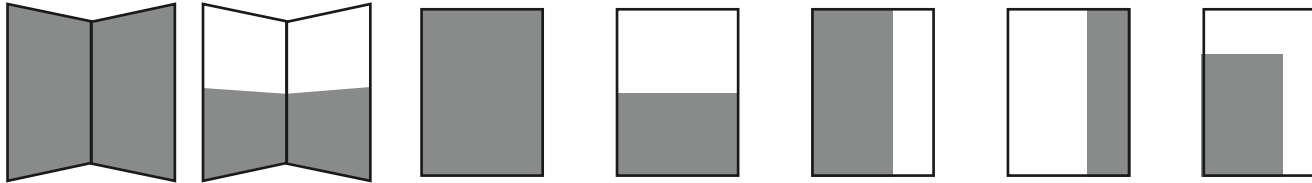
MUSCLE MUSTANGS & FAST FORDS

PRINT

ONLINE

RICH MEDIA

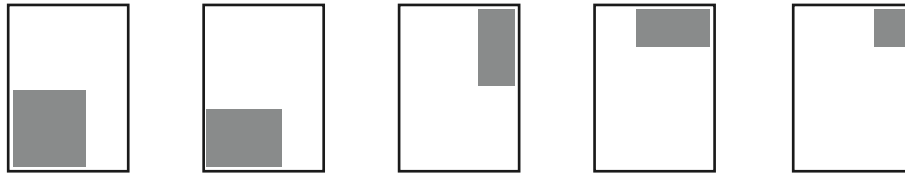
BLEED AD CONFIGURATIONS



	SPREAD	1/2 SPREAD	FULL PAGE	1/2 HORIZ	2/3 PAGE	1/3 VERT	1/2 ISLAND
BLEED	15.5" x 11.125"	15.5" x 5.5625"	7.875" x 11.125"	7.875" x 5.5625"	5.0625" x 11.125"	2.8125" x 11.125"	5.0625" x 8.0625"
TRIM	15.25" x 10.875"	15.25" x 5.3125"	7.625" x 10.875"	7.625" x 5.3125"	4.8125" x 10.875"	2.5625" x 10.875"	4.8125" x 7.8125"
NO-BLEED	14.25" x 9.875"	14.25" x 4.8125"	6.625" x 9.875"	6.625" x 4.8125"	4.3125" x 9.875"	2.0625" x 9.875"	4.3125" x 7.3125"
SAFETY	14.75" x 10.375"	14.75" x 4.8125"	7.125" x 10.375"	7.125" x 4.8125"	4.3125" x 10.375"	2.0625" x 10.375"	4.3125" x 7.3125"

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

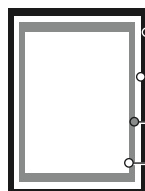
NO-BLEED AD CONFIGURATIONS



	1/3 SQUARE	1/4 SQUARE	1/6 VERT	1/6 HORIZ	1/12 PAGE
SIZE	4.3125" x 4.8125"	4.3125" x 3.5625"	2.0625" x 4.8125"	4.3125" x 2.375"	2.0625" x 2.375"

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

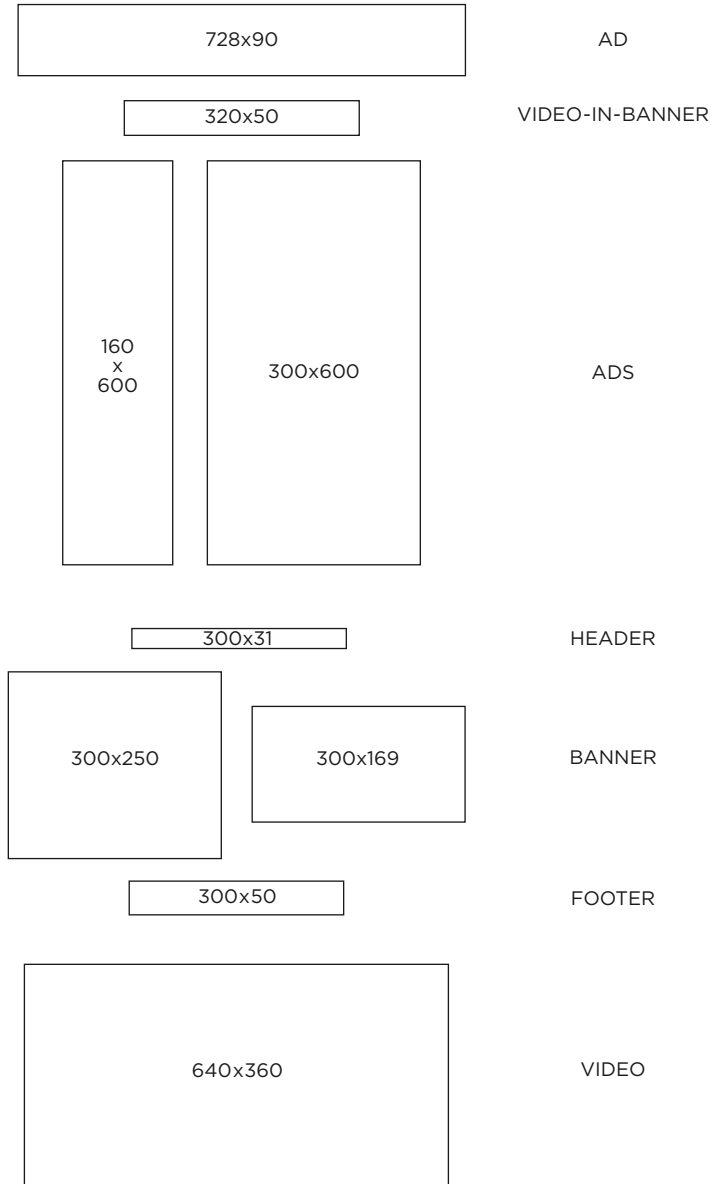
UNDERTANDING MEASUREMENTS (Largest to smallest)



- 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

MUSCLE MUSTANGS & FAST FORDS MAGAZINE



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).