MEDIA KIT
MOTOR TREND MAGAZINE

PRINT
ONLINE
RICH MEDIA

TEN

THE ENTHUSIAST NETWORK™

PRINT SPECIFICATIONS
MOTOR TREND MAGAZINE - PROFILE B

THE ENTHUSIAST NETWORK™

BLEED AD CONFIGURATIONS
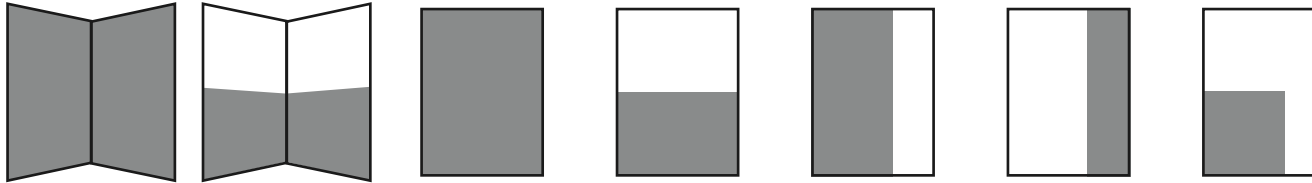
	SPREAD	1/2 SPREAD	FULL PAGE	1/2 HORIZ	2/3 VERT	1/3 VERT	1/3 SQUARE
BLEED	16" x 11.125"	16" x 5.5625"	8.125" x 11.125"	8.125" x 5.5625"	5.25" x 11.125"	2.9375" x 11.125"	5.25" x 5.5625"
TRIM	15.75" x 10.875"	15.75" x 5.3125"	7.875 x 10.875"	7.875" x 5.3125"	5" x 10.875"	2.6875" x 10.875"	5" x 5.3125"
NO-BLEED	14.75" x 9.875"	14.75" x 4.8125"	6.875" x 9.875"	6.875" x 4.8125"	4.5" x 9.875"	2.1875" x 9.875"	4.5" x 4.8125"
SAFETY	15.25" x 10.375"	15.25" x 4.8125"	7.375" x 10.375"	7.375" x 4.8125"	7" x 6.1875"	2.1875" x 10.375"	4.5" x 4.8125"

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

NO-BLEED AD CONFIGURATIONS
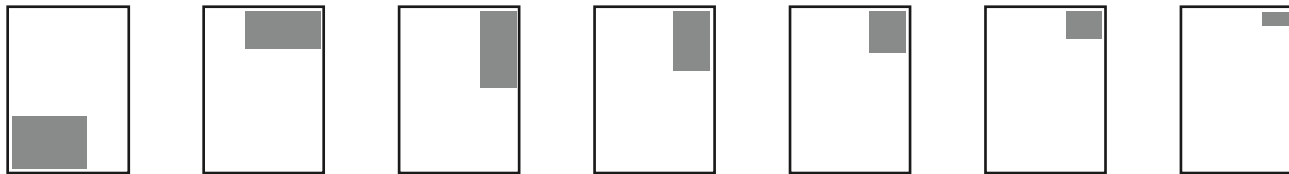
	1/4 SQUARE	1/6 HORIZ	1/6 VERT	4 INCH VERT	3 INCH VERT	2 INCH VERT	1 INCH VERT
SIZE	4.5" x 3.5625"	4.5" x 2.375"	2.1875" x 4.8125"	2.1875" x 4"	2.1875" x 3"	2.1875" x 2"	2.1875" x 1"

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

UNDERTSTANDING MEASUREMENTS (Largest to smallest)
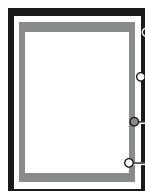
BLEED — An additional .125" amount on artwork to make the image extend all the way to the outside edges of the page.

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
MOTOR TREND MAGAZINE

ONLINE ADVERTISING - **STANDARD UNITS**

AD SIZES:	300 x 600	75 kb
	300 x 250	50 kb
	728 x 90	50 kb
	970 x 90	50 kb
	TSS	15 kb (no animation)

FILE TYPES: JPG, GIF, Flash, HTML

MAX LOOPS: 3 loops (15 seconds/loop)

Ads submitted cannot loop more than 3 times.

FLASH VERSIONS: 8 or below

NOTES FOR
FLASH CREATIVES: 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 the SWF files and be under 50kb in file size.

CLICK TAGS FOR FLASH
(case sensitive):
```
on (release) {
getURL (_level0.clickTag,"_blank");
}
```

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.

EXPANDABLE SIZE MAX (click to expand):

INITIAL SIZE	EXPANDED SIZE	EXPANSION DIRECTION
300x600		
300x250	450x250	Left
728x90 (top)	728x180	Downwards
300x175	450x175	Left

CLOSE METHOD:	click or roll off.
PINNING:	we allow pinning, there must be a prominent "close" button
INITIAL FILE SIZE:	50 kb
MAXIMUM FILE SIZE EXPANDED STATE:	100 kb
CLOSE BUTTON:	required
INITIAL ANIMATION:	15 seconds
MAX LOOPS:	3 loops (15 seconds/loop)
VIDEO:	non-user initiated
AUDIO:	user initiated
MAX VIDEO/AUDIO LENGTH:	15 seconds
AUDIO/VIDEO BUTTONS REQUIRED:	Play, Stop, Pause, Mute, Restart