



**THE**  
**ENTHUSIAST**  
**NETWORK™**

## **MEDIA KIT**

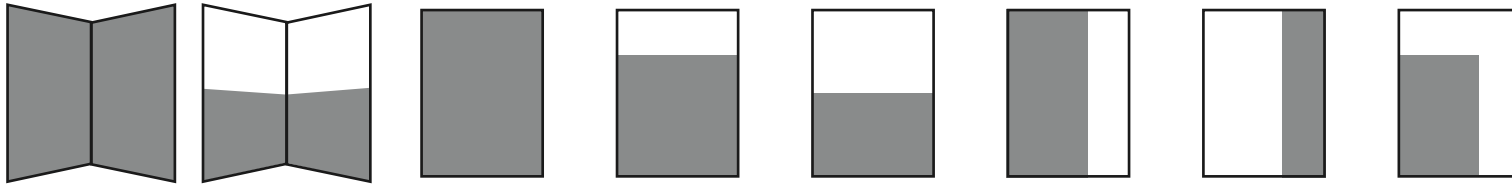
EUROPEAN CAR MAGAZINE

PRINT

ONLINE

RICH MEDIA

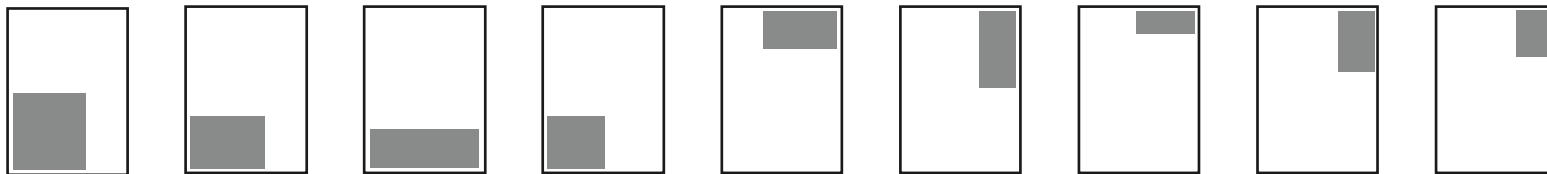
### BLEED AD CONFIGURATIONS



	SPREAD	1/2 SPREAD	FULL PAGE	2/3 HORIZ	1/2 HORIZ	2/3 VERT	1/3 VERT	1/2 ISLAND
<b>BLEED</b>	15.25" x 10.75"	15.25" x 5.375"	7.75" x 10.75"	7.75" x 6.9375"	7.75" x 5.375"	5" x 10.75"	2.8125" x 10.75"	5" x 7.75"
<b>TRIM</b>	15" x 10.5"	15" x 5.125"	7.5" x 10.5"	7.5" x 6.6875"	7.5" x 5.125"	4.75" x 10.5"	2.5625" x 10.5"	4.75" x 7.5"
<b>NO-BLEED</b>	14" x 9.5"	14" x 4.625"	6.5" x 9.5"	6.5" x 6.1875"	6.5" x 4.625"	4.25" x 9.5"	2.0625" x 9.5"	4.25" x 7"
<b>SAFETY</b>	14.5" x 10"	14.5" x 4.625"	7" x 10"	7" x 6.1875"	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.

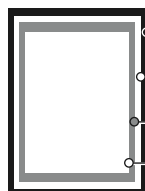
### NO-BLEED AD CONFIGURATIONS



	1/3 SQUARE	1/4 SQUARE	1/4 HORIZ	1/6 SQUARE	1/6 HORIZ	1/6 VERT	1/8 HORIZ	1/9 VERT	1/12 HORIZ
<b>SIZE</b>	4.25" x 4.625"	4.25" x 3.4375"	6.5" x 2.25"	3.125" x 3.0625"	4.25" x 2.25"	2.0625" x 4.625"	3.125" x 2.25"	2.0625" x 3.0625"	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):	<table border="0"> <thead> <tr> <th>INITIAL SIZE:</th> <th>EXPANDED SIZE</th> </tr> </thead> <tbody> <tr> <td>300x250</td> <td>450x250</td> </tr> <tr> <td>728x90 (top)</td> <td>728x180</td> </tr> <tr> <td>728x90 (bottom)</td> <td>728x180</td> </tr> <tr> <td>300x175</td> <td>450x175</td> </tr> <tr> <td>300x600</td> <td>500x600</td> </tr> </tbody> </table>	INITIAL SIZE:	EXPANDED SIZE	300x250	450x250	728x90 (top)	728x180	728x90 (bottom)	728x180	300x175	450x175	300x600	500x600
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](mailto:traffic@enthusiastnetwork.com).

### AD OPERATIONS FTP:

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