

MEDIA KIT

SUPER STREET MAGAZINE

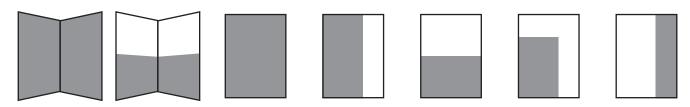
PRINT ONLINE RICH MEDIA



PRINT SPECIFICATIONS

SUPER STREET MAGAZINE - PROFILE Y

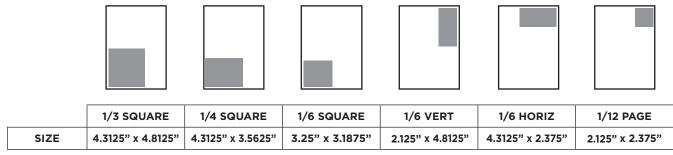
BLEED AD CONFIGURATIONS



	SPREAD	1/2 SPREAD	FULL PAGE	2/3 PAGE	1/2 HORIZ	1/2 ISLAND	1/3 VERT
BLEED	15.75" x 11.125"	15.75" x 5.5625"	8" x 11.125"	5.1875" x 11.125"	8" x 5.5625"	5.1875" x 8.0625"	2.875" x 11.125"
TRIM	15.5" x 10.875"	15.5" x 5.3125"	7.75" x 10.875"	4.9375" x 10.875"	7.75" x 5.3125"	4.9375" x 7.8125"	2.625" x 10.875"
NO-BLEED	14.5" x 9.875"	14.5" x 4.8125"	6.75" x 9.875"	4.4375" x 9.875"	6.75" x 4.8125"	4.4375" x 7.3125"	2.125" x 9.875"
SAFETY	15" x 10.375"	15" x 4.8125"	7.25" x 10.375"	4.4375" x 10.375"	7.25" x 4.8125"	4.4375" x 7.3125"	2.125" x 10.375"

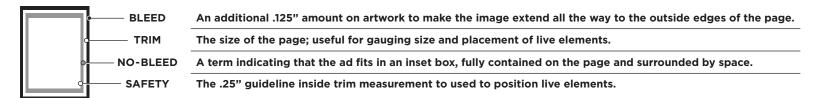
Bleed margin adds .125" to all outside edges, and should not contain critical elements.

NO-BLEED AD CONFIGURATIONS



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

UNDERTSTANDING MEASUREMENTS (Largest to smallest)





ONLINE AD SPECIFICATIONS

SUPER STREET MAGAZINE

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): on (release) {

getURL(_levelO.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.

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