



THE
ENTHUSIAST
NETWORK™

MEDIA KIT

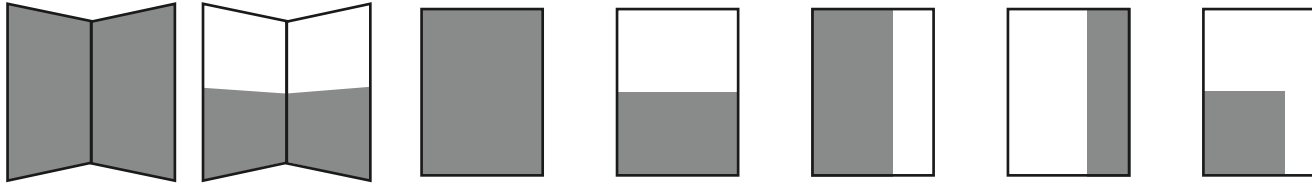
TRUCK TREND MAGAZINE

PRINT

ONLINE

RICH MEDIA

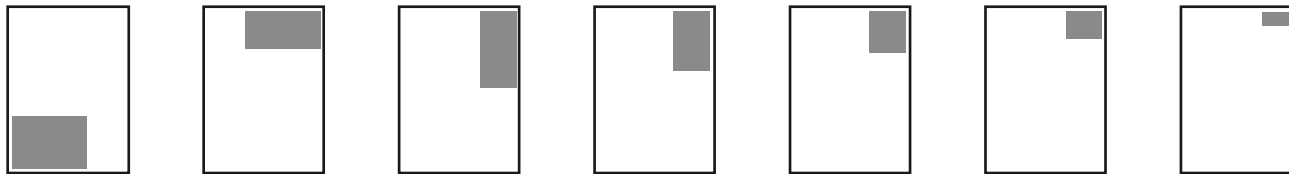
BLEED AD CONFIGURATIONS



	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.

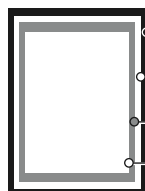
NO-BLEED AD CONFIGURATIONS



	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.

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:	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):	<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.

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