



THE
ENTHUSIAST
NETWORK™

MEDIA KIT

FOUR WHEELER MAGAZINE

PRINT

ONLINE

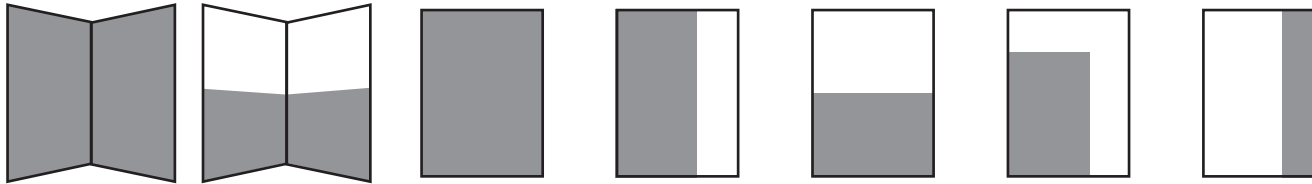
RICH MEDIA

2017 AD SIZE UPDATE

AD SIZE CHANGES GO
INTO EFFECT STARTING
WITH **JUNE 2017 ISSUE**

2017 UPDATE AD SIZE CHANGES GO INTO EFFECT STARTING WITH JUNE 2017 ISSUE

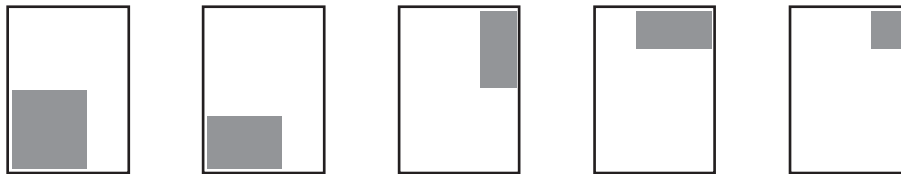
BLEED AD CONFIGURATIONS



	SPREAD	1/2 SPREAD	FULL PAGE	2/3 VERT	1/2 HORIZ	1/2 ISLAND	1/3 VERT
BLEED	16" x 11.125"	16" x 5.5625"	8.125" x 11.125"	5.25" x 11.125"	8.125" x 5.5625"	5.25" x 8.0625"	2.9375" x 11.125"
TRIM	15.75" x 10.875"	15.75" x 5.3125"	7.875" x 10.875"	5" x 10.875"	7.875" x 5.3125"	5" x 7.8125"	2.6875" x 10.875"
NO-BLEED	14.75" x 10.375"	14.75" x 4.8125"	6.875" x 10.375"	4.5" x 10.375"	6.875" x 4.8125"	4.5" x 7.3125"	2.1875" x 10.375"
SAFETY	14.5" x 10.125"	14.5" x 4.5625"	6.625" x 10.125"	4.25" x 10.125"	6.625" x 4.5625"	4.25" x 6.8175"	1.9375" x 10.375"

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

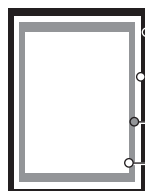
NO-BLEED AD CONFIGURATIONS



	1/3 SQUARE	1/4 SQUARE	1/6 VERT	1/6 HORIZ	1/12 PAGE		
SIZE	4.5" x 4.8125"	4.5" x 3.5625"	2.1875" x 4.8125"	4.5" x 2.375"	2.1875" 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 .125" guideline inside no-bleed measurement to used to position live elements.



ONLINE AD SPECIFICATIONS

FOUR WHEELER MAGAZINE - PROFILE B

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):	<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.

AD OPERATIONS FTP:

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

ONLINE ADVERTISING RICH MEDIA SPECS

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.

AUDIO/VIDEO 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(_level0.clickTag,"_blank");
}
```

VIDEO AD SPECS

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AD OPERATIONS FTP:

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