



THE
ENTHUSIAST
NETWORK™

MEDIA KIT

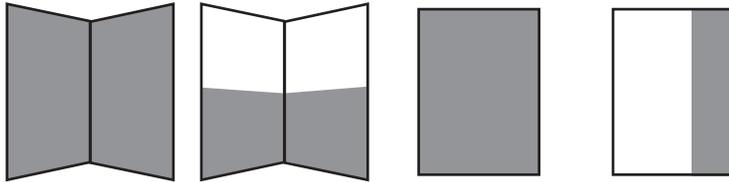
STEREOPHILE MAGAZINE

PRINT

ONLINE

RICH MEDIA

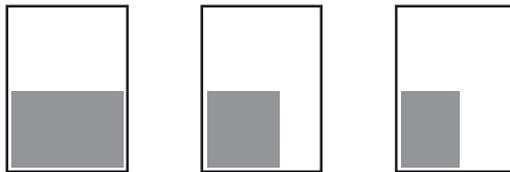
BLEED AD CONFIGURATIONS



| | SPREAD | 1/2 SPREAD | FULL PAGE | 1/3 VERT |
|-----------------|-----------------|----------------|---------------|------------------|
| BLEED | 15.25" x 10.25" | 15.25" x 5.25" | 7.75" x 10.5" | 2.8125" x 10.5" |
| TRIM | 15" x 10.25" | 15" x 5" | 7.5" x 10.25" | 2.5625" x 10.25" |
| NO-BLEED | 14" x 9" | 14" x 4.375" | 6.5" x 9" | 2.0625" x 9" |
| SAFETY | 14.5" x 9.75" | 14.5" x 4.5" | 7" x 9.75" | 2.0625" x 9.75" |

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

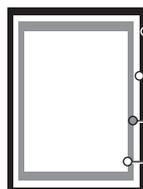
NO-BLEED AD CONFIGURATIONS



| | 1/2 HORIZ | 1/3 SQUARE | 1/4 ISLAND |
|-------------|---------------|----------------|-----------------|
| SIZE | 6.5" x 4.375" | 4.25" x 4.375" | 3.125" x 4.375" |

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 .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): | 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 |