



Mechanical Specifications

Car and Driver Monthly
Car Buyer's Guide
Truck Buyer's Guide

Acceptable File Formats:

PDF/X-1a - which means that it conforms to PDF version 1.3 (Acrobat 4); it has an output resolution of 2400 dpi; it is composite CMYK; it uses high-quality JPEG or lossless ZIP compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100%; as well as other characteristics. This format is acceptable for full or partial pages. Trapping is the responsibility of the file provider.

Unacceptable File Formats:

Other file types, such as Postscript, TIFF, EPS, native Photoshop files or other native application files such as Quark, InDesign, PageMaker, Illustrator, Freehand, etc. - are unacceptable because they introduce many possibilities for error. To assist our advertisers in creating PDF ads to spec, the HFM PDF Ad Kit is available upon request for both Mac and Windows OS.

Proofs:

It is the responsibility of the file provider to send a SWOP certified proof for color and two color (laser) proofs for content. If none are provided, the publisher will print the supplied file to SWOP standards. Publisher will not be accountable for errors (color or content) due to non-compliance of proofing specs.

Every ad must have a contract proof (SWOP certified) and 2 color content (laser) proofs, 100% to size, which are an identical match to the furnished file.

This will allow Car and Driver Magazine to ensure content integrity. Acceptable contract proofs include: Kodak Approval (preferred), Matchprint Digital Halftone, Press proof (ink on paper). See www.swop.org Certification section for SWOP certified proofs. All Contract proofs must be made according to SWOP standards. Kodak Approvals must be made according to Kodak SWOP Application Data Sheet with SWOP approved control guide. Proofs that do not meet SWOP criteria will be used for color break only.

SWOP standards apply for both inks and proofing stock: inking should be head to foot with AAAA/MPA offset process colors, 4/c wet, Black, Cyan, Magenta, Yellow. Proofs must be supplied in accordance with SWOP density standard with maximum ink coverage density of 300% for 4/C ads and 185% for 2/C ads, 2nd color not to exceed 85%. Car and Driver Magazine cannot be responsible for any color or positioning variation if above is not adhered to.

Printing

Web Offset.

Binding

Perfect bound; jogs to foot.

Send digital files and proofs to:

HFM - CAR and DRIVER Magazine
1499 Monrovia Avenue
Newport Beach, CA 92663
Attn: Tonia Tronccone
(949) 720-5345

For material extensions and supplied insert information, please call Tonia Tronccone, Production Manager (949) 720-5345

Magazine Final Trim Size: 7-3/4" w x 10-1/2" d

Space	NON BLEED (Width x Depth)	BLEED (Width x Depth)	TRIM SIZE (Width x Depth)
Spread	14 1/2 x 9 5/8	15 3/4 x 10 3/4	15 1/2 x 10 1/2
1/2 Spread Horizontal	14 1/2 x 4 5/8	15 3/4 x 5 3/8	12 1/2 x 5 1/8
Page	6 7/8 x 9 5/8	8 x 10 3/4	7 3/4 x 10 1/2
2/3 page	4 1/2 x 9 5/8	5 1/4 x 10 3/4	5 x 10 1/2
1/2 Page Digest	4 1/2 x 7 1/16	5 1/4 x 7 3/4	5 x 7 1/2
1/2 Page Horizontal	6 7/8 x 4 5/8	8 x 5 3/8	7 3/4 x 5 1/8
1/3 Page Vertical	2 1/8 x 9 5/8	2 7/8 x 10 3/4	2 5/8 x 10 1/2
1/3 Page Square	4 1/2 x 4 11/16	16 1/2 x 11 1/8	5 x 5 3/16

Live Matter: Keep all live matter within nonbleed dimensions. Maximum live matter spacing for Bleed ads only: 1/4" from trim or 3/8" from bleed.

For spread crossover type, allow 3/16" on each side of gutter.

Fractional bleed ad dimensions include 1/8" bleed on all four sides to accommodate left or right hand placement and/or top or bottom placement.