

# ROAD & TRACK

## Mechanical Specifications

### ***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 CYMK; 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 the 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 Road & Track Magazine to ensure content integrity. Acceptable contract proofs include: Kodak Approval (preferred), Matchprint Digital Halftone, Press proof (ink on paper). See [www.swop.org](http://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, 2<sup>nd</sup> color not to exceed 85%. Road & Track 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 – Road & Track Magazine  
1499 Monrovia Avenue  
Newport Beach, CA 92663  
Attn: Carla Fredericks  
(949) 720-5343

For material extensions and supplied insert information, please call Carla Fredericks, Production Manager (949) 720-5343

Space	NON BLEED (Width x Depth)	BLEED (Width x Depth)	TRIM SIZE (Width x Depth)
Spread	16 1/4" x 10"	17 1/2" x 11"	17 1/4" x 10 3/4"
1/2 Spread Horizontal	16 1/4" x 4 5/8"	17 1/2" x 5 1/2"	17 1/4" x 5 1/4"
Full Page	7 1/2" x 10"	8 7/8" x 11"	8 5/8" x 10 3/4"
2/3 page	4 5/8" x 9 3/4"	5 5/8" x 11"	5 3/8" x 10 3/4"
1/2 Page Digest	4 5/8" x 7"	5 5/8" x 7 7/8"	5 3/8" x 7 5/8"
1/2 Page Horizontal	7 1/2" x 4 5/8"	8 7/8" x 5 1/2"	8 5/8" x 5 1/4"
1/3 Page Vertical	2 1/4" x 9 3/4"	3 3/16" x 11"	2 15/16" x 10 3/4"
1/3 Page Square	4 5/8" x 4 5/8"	5 5/8" x 5 1/2"	5 3/8" x 5 1/4"

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.