

MECHANICALS

MECHANICAL REQUIREMENTS (width x height)**Publication Trim Size:** 10⁷/₈" (276mm) x 14¹/₂" (368.5mm)**Printing:** Heat-set web offset**Binding:** Saddle stitched**Paper Stock:** Gloss coated, 36 lb., basis weight**Edit Page Size:** Full page is 70 column inches: 5 columns wide, 14" (356mm) deep. Space is available in any number of columns or inches as desired.

Column width is 2".

Space sold in multiples of 1/4" (6.5mm) per column with minimum space of one column inch.

Bleed Ads: No extra charge for bleeds.

Specifications for bleed ads:

Single page bleed 11¹/₈" (283mm) x 14³/₄" (375mm)Spread bleed 22" (559mm) x 14³/₄" (375mm)Trim size 10⁷/₈" (276) x 14¹/₂" (368mm)

Keep live matter a minimum of 1/2" (13mm) from trim at sides, top and bottom.

PREPRESS SPECIFICATIONS**Supplied Digital Advertisement**

All advertising should be provided in a digital format.

- Required format for black & white or four-color digital advertisement is hi-res Adobe Acrobat PDF file format (version 3.0 compatible) with all fonts and images embedded.
- Embedded images must be a minimum of 266 ppi (pixels per inch) Color images must be CMYK.
- Postscript Type 1 fonts are strongly preferred.
- Files containing Open Prepress Interface (OPI) comments will not be accepted.
- Files containing RGB or LAB images will not be accepted.

For further instructions on how to prepare your digital advertisement and upload to Crain's Digital Ad Processing Center, go to www.crain.com/digital_ad**Two-color process**

Standard AAAA and SWOP process colors are solid traps using process inks and are available at Standard Color Rate. Please refer to the current rate card for rates.

- Blue = 100% process cyan
- Magenta = 100% process magenta
- Yellow = 100% process yellow
- Red = 100% process magenta and 100% process yellow
- Green = 100% process cyan and 100% process yellow

Four-color processThe reproduction quality of four-color advertisements printed in *Automotive News* will depend largely on the quality of the supplied digital files and proofs. Please visit www.crain.com/digital_ad for further information.**PMS Inks or Pre-Mixed Inks**

PMS inks or pre-mixed inks require dedicated print units and will be billed at Matched Color Rate; please refer to current rate card for rates.

Reverse Ads

Reverse black and white advertisements are accepted at no additional charge.

File Preparation

To assist our printer in obtaining a good press match on a web offset press, it is important to follow general industry guidelines when preparing files and proofs:

- 120 line screen is recommended, not to exceed 133 line screen.
- Maximum density in any one area, all colors, should not exceed 300%, with only one solid color.
- Reverse lettering in four-color advertisements should be spread with dominant color forming shape of letters. Thin lines, serifs, small and medium-size lettering should be restricted to one color only.
- Preferred proofs are Kodak Approvals or Iris proofs prepared 5-7% heavier than the file to simulate press gain and ink coverage to our web offset press.
- Color lasers or low quality ink jet prints are not acceptable for color guidance.
- Follow AAAA/ABM/MPA recommended standards for process ink color formulations.
- Direction of roller travel should be from side to side of pages (not top to bottom) to match press conditions.
- Recommended proofing stock is a 60 lb. basis weight of 70 (nominal) brightness

Advertisements supplied to Crain without an acceptable color proof will be printed to SWOP standards. The Printer and/or Publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.

In advertising that looks "editorial," the type fonts must generally be substantially different from the fonts used in AN headlines, display type and body type. A border around the page will help distinguish it from AN editorial. Most editorial-looking ads will require at least one prominent "ADVERTISEMENT" bug at the top.

INSERTS**Insert Requirements**To ensure inserts meet the publication's mechanical requirements and postal regulations, samples or mock-up dummies, on the specified paper stock, must be submitted to the Production Department. Contact your *Automotive News* regional sales manager or production manager for specific mechanical requirements.**Standard Insert Dimensions**Single page: 11³/₁₆" x 14⁷/₈"; four pages: 22³/₈" x 14⁷/₈" untrimmed. This allows 1/8" trim at top. Printed matter should be positioned accordingly.**Tipped Inserts**

Minimum size: 6" x 6"

Maximum size: 9" x 12"

No trim will be taken. Inserts should be supplied finished to size.

Standard Insert Specifications

A full tabloid insert conforms to exact trim size of publication after trimming, and does not include folds, attachments, or die-cut areas. Undersized inserts should be supplied finished and pre-trimmed to desired size. If the insert, because of type of paper or material or format, creates mechanical difficulties that result in abnormal bindery expense, such additional expense will be billed to the advertiser. This charge will be quoted in advance. It is not commissionable.

Maximum Paper Weights

Maximum paper weight limitations are imposed for the protection of other advertisers, for the convenience of readers, and for problems that can be encountered in binding or mailing operations. Maximum paper weights based on type of paper and number of pages is used as follows:

MECHANICALS

No. of Pages of insert	Coated Stock Max. Weight	Uncoated Stock Max. Weight
1 or 2 page insert	100 lbs.	80 lbs.
4 pages	100 lbs.	80 lbs.
5 through 8 pages	80 lbs.	70 lbs.
9 through 16 pages	70 lbs.	60 lbs.
17 pages or more	60 lbs.	60 lbs.

All weights of paper listed above are 25" x 38" basis.

Insert Ad Close

Paper stock and mock-up representing design and copy must be approved by the *Automotive News* Production Department prior to scheduling insertion date. Insertion orders and printed samples must be shipped to arrive at our printer no later than 13 days prior to the publication date.

Insert Packing and Shipping Instructions

Single page inserts must be supplied flat, unfolded, one-up and on skids, or an additional charge will be made for unpacking and repiling. Check with Publisher for quantity required.

A label must be affixed to each carton indicating: Attention: *Automotive News*, insertion date, name of insert and individual count per carton. Additional charges will be billed for unpacking and counting inserts. Please contact the

Automotive News Production Department for quantity of inserts required for each specific issue date and shipping instructions.

Business Reply Cards

A return postcard used in connection with a minimum 40 inch full run ad or larger space is available. Contact the Advertising Department for rates and specification limitations.

INSERTION ORDERS AND CORRESPONDENCE

Insertion orders and correspondence should be sent to the attention of Andrea Nickols in Detroit.

E-mail: anickols@crain.com

Fax: 313-446-8030

Phone: 313-446-6031

Digital media, proofs or copy should be sent to:

Terry Driscoll

Production Department

Automotive News

1155 Gratiot Avenue

Detroit, MI 48207-2997

E-mail: tdriscoll@crain.com

Phone: 313-446-6062

Automotive News GROUP

Organized as the *Automotive News Group*, the titles of *Automotive News*, *Automotive News Europe* and *Automobilwoche* deliver the news and analysis that automotive industry leaders rely on to succeed. Building on the power of a strong editorial voice, the Automotive News Group is also in a unique position to bring together the varied facets of the auto community for its many conferences, programs and awards. Many advertising clients benefit from these activities by aligning with the *Automotive News Group* for customized marketing partnerships.



North America's leading automotive newspaper for more than 80 years

Circulation: 78,000
 Published: Weekly
 Language: English
 Distribution: North America
 Audited by: ABC



Europe's best-read automotive newspaper for more than 10 years

Circulation: 24,000
 Published: Biweekly
 Language: English
 Distribution: Europe
 Audited by: BPA



The German-language newspaper for automotive industry executives

Circulation: 40,000
 Published: Biweekly
 Language: German
 Distribution: Germany
 Austria
 Switzerland
 Audited by: IVW