

**Ward's AutoWorld is a saddle stitched publication.**

**1 page**

**Trim: 7-3/4 x 10-3/4"**

**Bleed: 8" x 11"**

**Live: 6-3/4" x 9-3/4"**

**2 page**

**Trim: 15-1/2" x 10-3/4"**

**Bleed: 16" x 11"**

**Live: 14-1/2" x 9-3/4"**

**We prefer digital files on disk with a contact proof. We cannot guarantee color reproduction on press with out a contract proof.**

**Digital Specs: We prefer hi-resolution PDFs with fonts embedded.**

**PDFX1a is acceptable.**

**Other acceptable formats:** QuarkXpress 4.0-6.5, Adobe Indesign, Illustator or Photoshop.  
We can also accept an image file such as EPS or TIFF.

**We do not accept Adobe Pagemaker, Freehand, Corel Draw or Microsoft Publisher.**

- ◆ All images (including logos) should be included either as EPS, TIFF or JPG.
- ◆ Resolution for electronic art should be no less then 300 DPI
- ◆ Provide all screen and printer fonts used in the file.
- ◆ Disks should be Mac compatible CD.
- ◆ A digital proof or laser copy of the file must accompany the supplied disk.
- ◆ All colors must be converted to CMYK Format.
- ◆ Do not include previous file versions or unnecessary support files.
- ◆ Supply contact name and phone number with the ad.

Any charges incurred by the publisher due to file problems or incompatibility issues will be passed on to the advertiser.

**Digital Ad Submission via the Internet:** <http://www.pentondigitalads.com/>

Questions? Call Kara Walby at 913-967-7476

**Ship materials to:** Ward's Production Dept.  
Penton Media, Inc.  
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Overland Park, Kansas 66212