

2009 MECHANICAL SPECIFICATIONS

SPE AUTOMOTIVE INNOVATION AWARDS GALA 2009

AD DIMENSIONS

1/4 pg ad:	3.75 x 4.25 in. (95 x 108 mm)
1/2 pg ad–Horizontal:	7.75 x 4.25 in. (197 x 108 mm)
1/2 pg ad–Vertical:	3.75 x 8.5 in. (95 x 216 mm)
Full pg ad without bleed:	7.5 x 10 in. (191 x 254 mm)
Full pg ad with bleed:	8.75 x 11.25 in. (222 x 286 mm)
Trim Size:	8.5 x 11 in. (216 x 279 mm)
Live Area:	7.5 x 10 in. (191 x 254 mm)

DEADLINE FOR AD SUBMITTAL:

October 1, 2009

MEDIA SPECIFICATIONS

PDF/X-1a compliant or Press Ready PDF are preferred formats. Mac-formatted Quark 6.5 (or lower), Illustrator or Photoshop files are also excepted. Include all graphics placed & fonts used. Photoshop graphics are to be in .tif, .eps or .jpg format, CMYK, 300dpi. All fonts within vector files must be converted to outlines.

We cannot accept ads created in Word, Powerpoint, or any other software not listed above OR images embedded within. Artwork not production-ready to these specifications will incur pre-press charges to edit files. Revisions to ads after submission will incur charges.

DELIVERY INSTRUCTIONS

Files not exceeding 10mb can be emailed to jpcreative@att.net. Please upload files via FTP to www.yousendit.com if ads are larger than 10mb. Ads can also be sent on CD to:

JPI Creative Group
12655 14th Ave.
Grand Rapids, MI 49534

AD DESIGN

Ads can be designed by JPI Creative Group. Prices based on ad size. Quotes available upon request.

QUESTIONS?

Please call 616 677-9927 (US)