



MECHANICAL SPECIFICATIONS

SPE AUTOMOTIVE INNOVATION AWARDS GALA 2010

AD DIMENSIONS

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

DEADLINE FOR AD SUBMITTAL

October 4, 2010

MEDIA SPECIFICATIONS

PDF/X-1a compliant or Press Ready PDF are preferred formats. Mac-formatted Quark 6.5, Illustrator CS2 or Photoshop CS2 files are also excepted. Include all graphics placed & fonts used. Photoshop graphics are to be in .tif, .eps or .jpg format, CMYK, 300dpi at 100%. 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 address below.

AD DESIGN

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

QUESTIONS?

Call 616 677-9927 EST US