



**MECHANICAL SPECIFICATIONS**  
**SPE AUTOMOTIVE INNOVATION AWARDS GALA 2011**

**AD DIMENSIONS**

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	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**

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October 10, 2011

**MEDIA SPECIFICATIONS**

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PDF/X-1a compliant or Press Ready PDF are preferred formats. Mac-formatted InDesign CS4, Illustrator CS4 or Photoshop CS4 files are also accepted. Include all graphics placed & fonts used. Photoshop graphics are to be in .tif, .eps or .jpg format, CMYK, 300 dpi 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.

**PLEASE NOTE:** If placement of an ad or any element of the ad is critical, we must be notified of it when the artwork is sent along with **corporate design guidelines**. A proof may be requested for review only if artwork is submitted at least 2 weeks prior to printing. If ads with critical placement aspects are submitted later than 2 weeks prior to printing, you may be subject to rush charges to pull a proof or placement of the critical element(s) may not be able to be guaranteed.

**DELIVERY INSTRUCTIONS**

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Files not exceeding 10mb can be emailed to [jpgicreative@att.net](mailto:jpgicreative@att.net).  
 Please upload files via FTP to [www.yousendit.com](http://www.yousendit.com) if ads are larger than 10mb.

**AD DESIGN**

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

**QUESTIONS?**

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Call 616 677-9927 EST US