

# Off-Road Adventures



Black & White	1X	3x	6x	9x	12x	Four Color	1X	3x	6x	9x	12x
Page	14,085	13,520	12,440	10,950	10,075	Page	19,560	18,825	17,995	17,215	16,040
2/3 Page	10,565	10,140	9,325	8,230	7,570	2/3 Page	14,670	14,080	13,495	13,000	12,090
1/2 Page	8,450	8,110	7,465	6,570	6,160	1/2 Page	11,740	11,270	10,800	10,325	9,670
1/3 Page	5,630	5,405	4,975	4,375	4,015	1/3 Page	8,800	8,450	8,100	7,750	6,445
Two Color	1X	3x	6x	9x	12x	Covers	1X	3x	6x	9x	12x
Page	17,015	16,340	15,650	14,975	14,350	2nd Cover	22,300	21,410	20,520	19,625	18,290
2/3 Page	12,765	12,250	11,745	11,210	10,565	3rd Cover	21,665	20,800	20,000	19,065	17,645
1/2 Page	10,210	9,810	9,395	8,990	8,440	4th Cover	23,470	22,530	21,590	20,650	19,250
1/3 Page	6,810	6,540	6,265	5,995	5,640						

**NEW Mechanical Data** effective as of Sept. 2010 issue

Ad Size	Non-Bleed Size	Trim Size	Bleed Size	Safety Area
2-Page Spread	14 x 9.5	15 x 10.5	15.25 x 10.75	14.5 x 10
Full Page	6.5 x 9.5	7.5 x 10.5	7.75 x 10.75	7 x 10
1/2 Horiz. Spread	14 x 4.75	15 x 5.25	15 x 5.5	14.5 x 4.75
2/3 Vertical	4.33 x 9.5	4.83 x 10.5	5.08 x 10.75	4.33 x 10
1/2 Vertical	4.33 x 7.25	4.83 x 7.75	5.08 x 8	4.33 x 7.25
1/2 Horizontal	6.75 x 4.75	7.5 x 5.25	7.75 x 5.5	6.5 x 4.75
1/3 Vertical	2.04 x 9.5	2.54 x 10.5	2.8 x 10.75	2.04 x 10
1/3 Square	4.33 x 4.625	N/A	N/A	N/A
1/4 Horizontal	4.33 x 3.5	N/A	N/A	N/A
1/6 Vertical	2.04 x 4.625	N/A	N/A	N/A
1/6 Horizontal	4.33 x 2.25	N/A	N/A	N/A
*1/12 Square	2.04 x 2.25	N/A	N/A	N/A

\*CALL FOR PRICING

**Shipping Instructions**

Call Ana Herrera at 310-900-8714

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**Production Services**

Advertisers without a production agency who request a layout, typesetting and scanning will be charged at prevailing rates.

**Special Units**

Polybagging, bind-in cards, outside cover wraps, gate-folds, etc., call 310-900-8714 for specs and pricing.

**NOTE:** Trim Size specs are for bleed ads only. Always add the proper bleed. Bleed and Safety specs are for reference

**Digital Requirements**

- Preferred formats are: PDF, Photoshop tiff or eps and Illustrator eps.
- Files can be sent on CD or by FTP. Your production contact at *Off-Road Adventures* can provide details or information.
- CD-ROMs should be burned for cross-platform (Mac and Windows) compatibility. Use ISO-9660 or other standard that will enable cross-platform access. If you don't have the ability to burn cross-platform CD, you should submit your ad via FTP

**Proofs**

- For ads submitted via email or FTP, please supply a low resolution JPEG for content. The low-res proof file should be clearly marked "Proof" to differentiate it from the high-res ad file.
- All proofs should be printed at 100% and include registration marks.
- For color ads, a properly calibrated SWOP-standard proof with color bar should be included for color guidance on press. A list of SWOP-certified systems is available at <http://swop.org/certification/certmfg.asp>.

**Fonts**

- Type must not have artificial styles (bold, italic etc.) applied in the page layout program. The actual (bold or italic) font must be selected.
- White type should be set to knockout, not overprint.
- All fonts must be embedded or outlined.

**Document Setup**

- **IMPORTANT:** For all ads, your document page size should match the trim size of your ad space. Please include trim marks with 12 point offset. Bleeds should extend 1/8" beyond trim.
- Spread ads should be supplied as a complete reader spread, not as separate pages or files.
- Maximum one ad per document/PDF.
- Illustrator users: All transparencies must be flattened prior to ad submission.
- All white type, images and vector artwork must be set to knockout, not overprint.

**NEW Final Trim Size: 7.5 X 10.5** Safety for all live matter is 3/8" all sides and 1/4" from the gutter. Printing process for covers and body is web offset. Bindery trim is 1/8" head, foot, outside edge and face. Bindery is saddle-stitched. Sides are trimmed to 1/8" bleed. Sizes that do not match our specifications are subject to reduction or enlargement.

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