



## Mechanical Requirements & Specifications:

**Printing Process:** Offset Printing

**Screen:** 150 lines per inch (300 ppi)

**Binding Method:** Saddle-Stitched

**File types can be accepted in these formats:**

(Mac format is preferred):

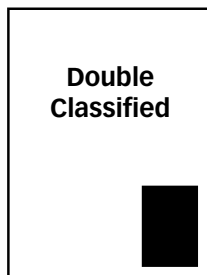
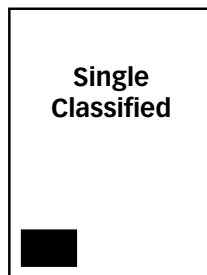
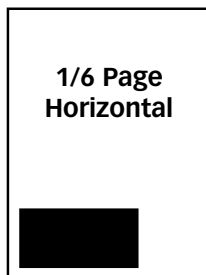
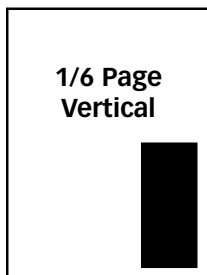
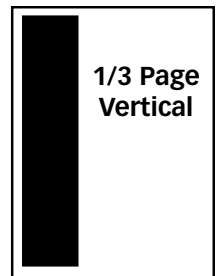
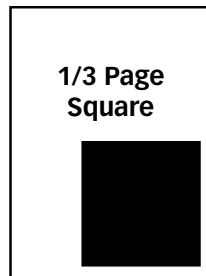
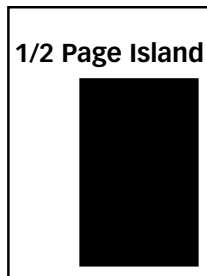
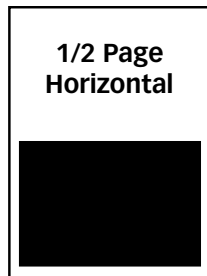
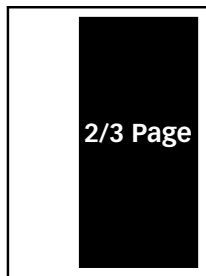
- PDF files: PDFX1a format
- Illustrator EPS (fonts must be converted to outlines, transparency feature must be flattened)
- Photoshop EPS (single file not DCS) / CMYK mode
- Photoshop TIFF/CMYK mode
- **Resolution of images must be at 300 ppi** (CMYK values and at 100% of final size as placed in ad)

### Email & FTP:

- All files must be compressed: stuffed or zipped. PDF and JPEG files don't need to be stuffed or zipped.
- Send emails to [araproduction@ara.bc.ca](mailto:araproduction@ara.bc.ca), include name of ad, publication and issue date. Email should not be used for a file larger than 5 MB.
- To post files to Automotive Retailers Publishing FTP site, contact [araproduction@ara.bc.ca](mailto:araproduction@ara.bc.ca) for instructions.
- To ensure colour accuracy, colour files sent via e-mail or FTP require a high-resolution colour proof delivered to Automotive Retailers Publishing.

## Ad Sizes (inches):

	Width	x	Depth	
Full Page	Bleed:	8 1/4	x	11 1/8 (8.25 x 11.125)
	Trim:	8 1/8	x	10 7/8 (8.125 x 10.875)
	Live:	7 1/8	x	9 7/8 (7.125 x 9.875)
2/3 Page	4 3/4	x	10	(4.75 x 10)
1/2 Page Horizontal	7 1/4	x	5	(7.25 x 5)
1/2 Page Island	4 3/4	x	7 1/2	(4.75 x 7.5)
1/3 Page Square	4 3/4	x	5	(4.75 x 5)
1/3 Page Vertical	2 1/4	x	10	(2.25 x 10)
1/4 Page	3 1/2	x	5	(3.5 x 5)
1/6 Page Vertical	2 1/4	x	5	(2.25 x 5)
1/6 Page Horizontal	4 3/4	x	2 3/8	(4.75 x 2.375)
Single Classified	2 1/4	x	1 1/2	(2.25 x 1.5)
Double Classified	2 1/4	x	3 1/4	(2.25 x 3.25)



## Shipping Instructions:

Space orders, insertion instructions, proofs, copy, custom forms, printing material etc., should all be addressed to:

**Automotive Retailers Publishing**  
Unit #1-8980 Fraserwood Court,  
Burnaby, B.C. Canada V5J 5H7

Contact publisher for information regarding shipping of supplied inserts.

### Sales

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