



## MAGAZINE ADVERTISING: DIRECT RESPONSE 2016

RATES	4-COLOR
AD SIZES	
1/6 page	\$8,638
1/3 page	\$13,462

All rates are effective with the January 2016 issue.  
For more information, please contact John Stankewitz  
at 212-649-4201 or [jstankewitz@hearst.com](mailto:jstankewitz@hearst.com)

PRODUCTION SPECIFICATIONS	
UNIT SIZE	WIDTH X DEPTH
1/6 Vertical	2.25" x 4.75"
1/3 Vertical	2.25" x 10"
1/3 Square	4.625" x 4.75"

### REQUIRED FILE FORMAT

PDFX1-a File

### RESOLUTION

All color and grayscale photos: 300 dpi or better (save all color art in CMYK mode)

### BLACK AND WHITE ART

1200 dpi or better

### INK COVERAGE

Maximum coverage 320%

### RICH BLACK

Avoid using rich black in small text (under 15 pt.)

### SPOT COLORS

No spot colors (pantone) should be used.

Please submit your ads via the **HEARST AD GATEWAY** <http://ads.hearst.com>

For Road and Track production questions, please contact Frank Linzan at 212-649-3206  
or email [flinzan@hearst.com](mailto:flinzan@hearst.com)