



# HEARST DIRECT MEDIA 2018 FINISH LINE MARKETPLACE

SPACE	MECHANICAL SPECIFICATIONS	RATES
1/6 Page Vertical	2.25" W X 4.75" H	\$9,275

**EFFECTIVE:** February 2018 issue

**CIRCULATION:** 600,000

**NOTE:** All rates are gross

For more information, please contact Brad Gettelfinger at 212.649.4204 or [bgettelfinger@hearst.com](mailto:bgettelfinger@hearst.com).

**REQUIRED FILE FORMAT:** PDF X1-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

For complete advertising specifications, and to submit your ads electronically, go to <http://ads.hearst.com>.

For material extensions or questions, please contact **Talina Bujdud Cervantes** at **414.622.2889** or [TBujdudCerva@qg.com](mailto:TBujdudCerva@qg.com).

For the full terms and conditions, please refer to General Conditions within the Road & Track media kit at [www.roadandtrackmediakit.com](http://www.roadandtrackmediakit.com).