



## HEARST DIRECT MEDIA 2016 FINISH LINE MARKETPLACE

SPACE	RATES
1/6 page	\$8,638
1/3 page	\$13,462

MECHANICAL 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"

**EFFECTIVE:** February 2016 issue.

**CIRCULATION:** 600,000

**NOTE:** All rates are gross

For more information, please contact **John Stankewitz** at **212-649-4201** or [jstankewitz@hearst.com](mailto:jstankewitz@hearst.com)

**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.

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

For material extensions or questions, please contact **Frank Linzan** at **212.649.3206** or [flinzan@hearst.com](mailto:flinzan@hearst.com)

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