

AD SCHEDULE & SPECIFICATIONS

QUARTERLY PRINT TITLES

Publication	Issue	Ad Close/Materials Due	Issue Available
Drag Racing Scene	2017, Vol 3 Issue 1	2/8/2017	3/27/2017
	2017, Vol 3 Issue 2	5/10/2017	6/26/2017
	2017, Vol 3 Issue 3	8/18/2017	10/2/2017
	2017, Vol 3 Issue 4	9/29/2017	11/13/2017
Power & Performance News	2017, Vol 8 Issue 1	1/25/2017	3/13/2017
	2017, Vol 8 Issue 2	4/26/2017	6/12/2017
	2017, Vol 8 Issue 3	7/5/2017	8/21/2017
	2017, Vol 8 Issue 4	9/15/2017	10/30/2017
Street Rod Life	2017, Vol 3 Issue 1	3/1/2017	4/17/2017
	2017, Vol 3 Issue 2	5/31/2017	7/17/2017
	2017, Vol 3 Issue 3	8/23/2017	10/9/2017
	2017, Vol 3 Issue 4	10/13/2017	11/27/2017

BIANNUAL PRINT TITLES

Publication	Issue	Ad Close/Materials Due	Issue Available
OneDirt	2017, Vol 4 Issue 1	3/29/2017	5/15/2017
	2017, Vol 4 Issue 2	8/4/2017	9/18/2017

DIGITAL AD SPECIFICATIONS

Ad Size	Dimension	File Size	Formats
Medium Rectangle	300 x 250 Pixels	150 kb	GIF, JPEG, PNG
Vertical Half Page	300 x 600 Pixels	170 kb	GIF, JPEG, PNG
Horizontal Half Page	650 x 300 Pixels	170 kb	GIF, JPEG, PNG
Leaderboard	728 x 90 Pixels	50 kb	GIF, JPEG, PNG
3:1 Rectangle	300 x 100 Pixels	40 kb	GIF, JPEG, PNG



PRINT AD SPECIFICATIONS

Ad Size	Non Bleed Size	Trim Size	Bleed Size	Safety Size
Full Page	7.125" x 9.75"	7.625" x 10.5"	7.875" x 10.75"	7.125" x 10"
1/2 Horizontal	7.125" x 4.75"	7.625" x 5.125"	7.875" x 5.375"	7.125" x 4.625"
1/6 Horizontal	4.6875" x 2.3125"			
1/6 Vertical	2.25" x 4.75"			

Print Specifications

Format: Mac or PC prepared X:1a Compliant PDF with crops & bleeds.

Colors: All ads should be CMYK.

Resolution: Photos & graphic elements must be saved at no less than 300dpi.

Fonts: All fonts should be embedded within the PDF.

Delivery: All ads emailed to sales@xcelerationmedia.com.

Print Definitions

Trim: The physical finished edge of the page or final visible borders.

Bleed: Elements intended to go off the 'page' should extend at least .125" beyond trim.

Safety: All critical images and text not intended to bleed must be within this measurement.

Trim Size: 7.625" x 10.5"
Bleed Size 7.875" x 10.75"

