

Publication Trim Size: 8.875" x 10.875"
Type of Binding: Saddle-Stitched
Printing Process: Web Offset (SWOP)
Number of Columns: 3

Vicki Manucci, Ad Operations Manager
 1500 Spring Garden Street, Suite 1200
 Philadelphia, PA 19130
 215-238-5432 | vmanucci@napco.com

STANDARD PAGE SIZES	LIVE AREA	TRIM	BLEED
Full Page	8.125" x 10.125"	8.875" x 10.875"	9.125" x 11.125"
*Full Page Spread	17.125" x 10.125"	17.75" x 10.875"	18.25" x 11.125"
1/2 Page Spread	16.75" x 4.875"	17.75" x 5.375"	18.25" x 5.5"
2/3 Page Vertical	5.375" x 10.125"	6" x 10.875"	6.125" x 11.125"
1/2 Page Vertical	4" x 10.5"	4.4375" x 10.875"	4.5625" x 11.125"
1/2 Page Horizontal	7.875" x 4.875"	8.875" x 5.375"	9.125" x 5.5"
1/3 Page Vertical	2.5" x 10.125"	3" x 10.875"	3.125" x 11.125"
1/3 Page Square	5.375" x 4.875"	6" x 5.5"	6.125" x 5.625"
1/4 Vertical	3.875" x 5"	4.5" x 5.5"	4.625" x 5.625"
1/12 Page	2.25" x 2"	n/a	n/a

- Please submit spread ads as 2 single page pdf files in the SMA portal using your full page trim size for each. This will require 2 separate uploads in the ad portal.
- Keep all live matter 0.375" inside trim of all ad sizes.
- Allow 0.25" safety gutter for ea. page of a spread when type is running across the gutter. Indicate trim on proof
- Fractional ads should be supplied with crop marks at least 0.125" outside the image area.

Please send all print ad materials to the SendMyAd portal

Simply log on to <https://napco.sendmyad.com> to setup your account and upload/approve your print ad.

Digital Specifications/PDF File Requirements

PDF/X-1a is the required file format for Dealerscope magazine. Sending your ad as a PDF/X-1a protects the integrity of your ad file and ensures that it will print properly. Please upload your ad to the SendMyAd portal as a PDF/X-1a file created with Acrobat Distiller 7.0 or higher.

Please Note:

- Scanned images for display must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphics).
- All fonts must be embedded in the PDF and be Type 1 or 3 - No Truetype.
- Bleeds must be 0.125" outside trim
- All PDFs must be high res/press optimized (PDF/X-1a Compliant)
- Files must be Right Reading, Portrait Mode only 100% size, no rotations.
- If color is critical please provide us with a composite SWOP-certified color proof (with color bars) and send to the production manager at the address below. To see a list of SWOP-certified proofs we accept, please visit <http://www.swop.org/certification/certmfg.asp>. We cannot grant makegoods for poor color reproduction unless a SWOP-certified color proof is supplied with your digital file.
- Ad files must be uploaded to the SendMyAd portal. Log on to <https://napco.sendmyad.com>.
Call the Ad Operations Manager at the number below if you have questions.

Please note: Advertisers or ad agencies that do not comply with these specifications and/or procedures waive all claims to make-goods or refunds and hold harmless Dealerscope in any and all production disputes.



Publication Trim Size: 8.875" x 10.875"
Type of Binding: Perfect Bound
Printing Process: Web Offset (SWOP)
Number of Columns: 2

Vicki Manucci, Ad Operations Manager
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STANDARD PAGE SIZES	LIVE AREA	TRIM	BLEED
Full Page	8.125" x 10.125"	8.875" x 10.875"	9.125" x 11.125"
2 Page Spread	17" x 10.125"	17.75" x 10.875"	18" x 11.125"
1/2 Page Horizontal	7.875" x 4.875"	8.875" x 5.375"	9.125" x 5.5"

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Digital Specifications/PDF File Requirements

PDF/X-1a is the required file format for *Connected Design* magazine. Sending your ad as a PDF/X-1a protects the integrity of your ad file and ensures that it will print properly. Please upload your ad to the SendMyAd portal as a PDF/X-1a file created with Acrobat Distiller 7.0 or higher.

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DEALERSCOPE TECHNOLOGY INTEGRATOR ONLINE AD SPECIFICATION SHEET

These online ad specifications apply to:

- Leaderboards (728x90)
- Super Leaderboards (970x90)
- Medium Rectangles (300x250)
- Half Page Rectangles (300x600)

Please submit all ad materials to:

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Please note: The size of the placements should be indicated on the IO. Please contact your sales representative.

FORMAT	IMAGE, ANIMATED IMAGE
Dimensions	728x90, 970x90, 300x250, 300x600,
Max Initial File Size	200 Kb
Max Polite File Size	N/A
Max User initiated File Size	N/A
Animation	15 seconds @ 24 fps, maximum 3 loops, 4 frames
Video/Audio Length	N/A
Creative Requirements	.jpg, .gif or .png accepted
	Click URL
	Flash ads not accepted
	Maximum 100 characters of alt text for accessibility (screen readers, older browsers, custom browser configurations, etc.)
Other Creative Guidelines	IAB Guidelines for Universal Ad Package (UAP): http://www.iab.net/guidelines/508676/508767/displayguidelines
Hosting	Publisher Hosted or 3rd Party
	HTML5 – Max Initial File Load Size – 200 KB
	Subsequent Size – 300 KB
	Overall Total Combined Size – 500 KB
Submission Deadlines	Minimum 3 Days Before Flight