

USED CAR NEWS Dealer's Guide Inserts

ADVERTISING SUBMITTAL AND MECHANICAL SPECIFICATIONS

Advertising Deadlines

Dealer's Guide Inserts are *Used Car News* special advertising booklets, inserted in regular issues of the newspaper. For information or space reservation deadlines, call your sales representative at 800-794-0760, or check schedules at www.usedcarnews.com.

Production Deadlines

The production deadline is Monday noon, 14 days prior to the issue date. Completed and approved ads must be received at UCN offices, ready for publication by that time. If a holiday occurs on that Monday, the production deadline becomes noon on the preceding business day. If UCN is preparing the ad, the advertiser should provide all copy, images and ad concepts in time to meet the production deadline (usually an additional 5-7 days).

Cancellation Deadlines

The cost of ads that are cancelled by the advertiser after the space reservation deadline, or that remain unapproved by the advertiser after the production deadline, will still be billed. For more information, call your sales representative at 800-794-0760.

Advertising Delivery

Production of is 100% digital. Files may be submitted electronically or on standard storage media.

Disks

Send CD, or DVD media to Used Car News, 24114 Harper Avenue, St. Clair Shores, MI 48080.

Email

Files with a compressed size under 10 megabytes may be attached to email, sent to graphics@usedcarnews.com, with cc to the servicing Sales Representative.

FTP

Files may be submitted by FTP transmission as follows: Using active FTP mode (passive mode will cause an error to be returned), log in at IP address 75.144.68.126. Log in anonymously, i.e., with no user name or password.

For more information or assistance, call the Production Manager at 1-800-794-0760.

Digital Formats

Used Car News operates on a Macintosh OS X platform. All Dealer's Guide Inserts materials should be submitted as an exact-size Portable Document Format (PDF) file that conforms to the PDF/X-1a:2001 standard. We will also accept TIFF and EPS files saved at the exact ad size, with a preferred image resolution of 400-600 dpi.

UCN does not generally accept native-format page layout files such as Quark XPress, or InDesign. PDF files may not be password protected

A 4-color process (CMYK) color space is preferred. See "Printing and Color Guidelines" below. Regardless of file format, all fonts must be embedded in the file or converted to outline before saving. For more information, call the Production Manager at 1-800-794-0760.

Mechanical Specifications

General Description of Space

Dealer's Guide Inserts are special marketing publications that combine display advertising with editorial content about the advertiser. The space being sold is either a full page of space or a spread of two pages.

Display Ad Sizes Within Advertiser's Space

Full Page Space

1/2 Page Vertical	= 3.25 X 9.5 inches
1/2 Page Horizontal	= 6.5 X 4.5 inches

2-Page Spread Space

Full Page Bleed	= 7 X 10 inches*
Full Page Non Bleed	= 6.5 X 9.5 inches

* Extend any full bleed artwork .125 inch past trim on any or all sides.

Sizing and Layout for Digital Files

Format your document to a "page size" that is the same as the final ad size to be printed. Do not, for instance, set up a vertical ad on an 8.5 X 11 inch electronic sheet size. Instead, create a final PDF at exactly the size of the ad.

If bleed is required for full page, extend graphics over the layout's edge (beyond the trim) by .125 inch, and prepare the final PDF with crop marks and bleed added as part of the software's exporting interface.

Crop marks are not used for ads at less than full page size.

Printing and Color Guidelines

Dealer's Guide Inserts are printed by heatset web press on 45 lb. coated stock. This printing process will result in a dot gain of 7-10%. In general, Specifications for Web Offset Publications (SWOP) standards should be followed, and SWOP Coated color values apply.

CMYK spot colors should use standard Pantone process formulas for best results.

A Rich Black, when desired for large areas, should be defined with values of 60C-40M-40Y-100K.

For more information or assistance, call the Production Manager at 1-800-794-0760.