USED CAR NEWS

ADVERTISING SUBMITTAL AND MECHANICAL SPECIFICATIONS

Effective after January 1, 2011

Advertising Deadlines

Used Car News (UCN) is published on the first and third Monday of every month. Advertising space reservations must be confirmed by Friday, 5 p.m., 10 days prior to the issue date.

Production Deadlines

The production deadline is noon on Monday, 7 days prior to the issue date. Digital files for 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. Digital files for inserts being printed by *Used Car News* must be received at publication offices by close of business, 10 business days prior to the publication date.

If UCN is preparing an ad or an insert, the advertiser must 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 Friday space reservation deadline, or that remain unapproved by the advertiser after the Monday production deadline, will still be billed. For more information, call your sales representative or the Sales Manager at 800-794-0760.

Insert Delivery

Advertiser-prepared inserts must be delivered to the newspaper's distribution center (Gannett Offset, 8775 Zachary Lane North, Maple Grove, MN 55369-4526) by Monday one week prior to the publication date.

Digital File Delivery

Production of *Used Car News* is 100% digital. See Digital File Specifications below. 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. Files attached to email may be compressed in standard Zip or StuffIt format.

Web and FTP

Files under 99 MB may be uploaded at the Advertising section of our web site – The direct URL is **usedcarnews.com/advertising/advertising-upload.**

Larger files may be uploaded using an FTP client. Use active FTP mode, and log in with no user name or password at the online IP address 209.254.20.138.

Mechanical Specifications

Modular Display Ads (ROP)

Eighth Page	= 4.437 X 3 inches
Quarter Page	= 4.437 X 6.125 inches
Half Page horizontal	= 9 X 6.125 inches
Half Page vertical	= 4.437 X 12.375 inches
Full Page	= 9 X 13 inches
Double-Truck	= 19 X 13 inches
Front Page Strip	= 7.175 X 1.8 inches

Classified Ads Only

Classified ads are arranged on a six-column grid:

1 column =	102 points (1.4167 inches)
2 column =	212 points (2.9444 inches)
3 column =	322 points (4.4722 inches)
4 column =	432 points (6 inches)
5 column =	542 points (7.5278 inches)
6 column =	652 points (9.0556 inches)

Display Ad Layout Guidelines

Newspaper Format

Used Car News is folded, not stitched. The final page size is 10 inches wide by 14 inches high. All text and advertising, including folios, falls within a live area 9 inches wide by 13 inches high.

Press Information

Used Car News is printed by heat-set web press on 33 lb. supercalendered (grade SCA) paper. The printing process will result in a midtone dot gain of 22–25% (50% dot on plate will reproduce as approximately a 63% dot on paper). Highlight areas with less than 5% dot may be dropped, and shadow areas with ink densities greater than 90% may print solid.

Sizing and Borders

Advertisements smaller than a full page must be designed with a border, background art, or element arrangement that establishes the exact rectangular ad frame. Otherwise, *Used Car News* may place a one point black border around ads before publication. The intent is to avoid conflict or confusion with adjoining ads and/or editorial content.

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Bleed

Bleed is available at fold margins only for double-truck and junior-page spreads. No other bleeds are available.

Build ads to the exact ad frame dimensions. In most page layout software, this size is established by the page size or "trim" size.

Digital Formats

Ad materials should be submitted as an exact-size Portable Document Format (PDF) files that conform 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. See **Image Guidelines** below.

UCN does not accept native-format page layout files such as Quark XPress, InDesign, PageMaker, or Multi-Ad Creator. Also, UCN does not accept word-processing, presentation software or spreadsheet files as layout files for printing. Password protected files cannot be used and will be rejected.

We discourage ads created entirely in Photoshop, due to low resolution in type elements.

Regardless of file format, a 4-color process (CMYK) color space is preferred. ICC profiles embedded by color managed workflows may be left in the files.

Regardless of file format, all fonts must be embedded in the file or converted to outline before saving. UCN will not be responsible for ensuring non-imbedded fonts print properly.

For more information, call the Production Manager at 1-800-794-0760, extension 119.

Image Guidelines

Photographic images should be prepared at a resolution of 300-400 dpi at full size.

Line art, such as bit-mapped logos or scanned text should be prepared at 600-1200 dpi at full size. However, we recommend that these elements be created as vector-based art (such as an Illustrator eps).

Type using two or more inks should be larger than 14 points. Type should not reverse from solid yellow or from backgrounds having <20% density.

UCN Preparation of Final Ad Files

To provide the best result for advertisers, *Used Car News* production staff converts all files as needed for optimum color with the press and paper used.

Standard CMYK color files that conform to the "U.S. Web Coated (SWOP)" profile will often stay closest to color values originally intended. This allows designers to take advantage of their experience for on-screen color adjustment and produce digital files using their normal workflow.

Cover Wrap

Cover wrap size and layout specifications are available online or by contacting a sales representative.

Inserts

Advertisers may provide inserts ready to be dropped into the final folded publication. Size and material guidelines are given below.

Advertisers may also submit digital files for UCN printing and finishing. See the abbreviated printing and layout information below.

To arrange and coordinate insert printing through *Used Car News*, please call your Account Manager. To learn more about digital file preparation, contact the Production Manager at 800-794-0760.

Insert Sizes and Materials

Inserts may be as small as 3.5 X 5.5 inches, as large as 7 X 10 inches, or any size within that range. Please call the Production Manager at 1-800-794-0760 if you have questions.

Printed pieces under 5 inches wide or under 6.5 inches long should be on card or cover stock.

Pieces may be folded, but may not exceed 0.125 inches in folded thickness.

Abbreviated Insert Print and Layout Guidelines

Insert print files should have a layout ("trim") size correctly defined for the final insert size to be trimmed and folded. Have the page layout program create trim marks and bleed (if required – .125 inch) at the time of print/export, as opposed to creating manual marks on a larger layout size.

Inserts produced by *Used Car News* from digital files are normally printed using coated stock on a sheet-fed or web press. In general, Specifications for Web Offset Publications (SWOP) standards should be followed, and SWOP Coated color values apply.

5th and 6th color options are available with their attendant costs. Solid spot colors must be identified as a numbered Pantone® color. CMYK spot colors should use standard Pantone process formulas for best results.

When preparing CMYK continuous tone photos/art for the layout, create files with no more than 300% ink density. A Rich Black, when desired for large areas, should be defined with values of 60C-40M-40Y-100K.