



21250 Hawthorne Blvd., Suite 360, Torrance, CA 90503

FILE PREPARATION GUIDELINES FOR PRINT

AD SIZES

Information regarding placement and size of ads may be found in the media kit.

Please submit all final fractional sizes without bleed, trim or crop marks.

PREFERRED FORMAT

PDF/X-1a:2001 (Press Optimized with NO RGB or Spot Colors).

IMAGE FORMATS

300 DPI or higher. Image Mode is CMYK Color or Grayscale. Color Type is Process.

COLOR

All ads must be converted to CMYK.
4 Color Black should be 20c 20m 20y 100k

FONTS

Do not apply "Style Attributes" to copy (Bold, Italic, etc.).
Use the actual Bold or Italic font.
All fonts must be properly embedded in PDF files.

The font "Roboto" is not acceptable. If you are using it, please convert to outlines, or rasterize before creating PDF.

TRAPPING

Set all type and elements on top layers to knockout.
If overprint is specified for desired effect, do not knockout.

AD SUBMITTAL

Ad Portal: PDF ONLY (PDF/X-1a:2001 preferred)
Ad Portal cannot accept compressed files.

Photoshop files saved as PDFs are acceptable, but must be set to trim size for all fractional sizes, and bleed size for full page and spreads. CMYK Color, and 300 ppi.

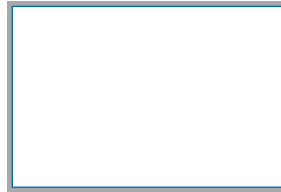
New Advertisers: One person from your company will receive an invite from smanotifier@sendmyad.com to create an account with bobit.sendmyad.com with a link to submit materials for the appropriate issue of the magazine.

Existing Advertisers: The registered account holder will receive a material request email from smanotifier@sendmyad.com with a link to submit materials for the appropriate issue of the magazine.

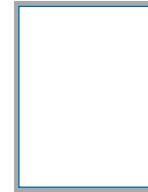
It is important to use the link for the material request in order to ensure you are uploading the ad for the appropriate issue.

If you would like to use a different contact email, or if you are unable to use the ad portal, please contact your Operations team member.

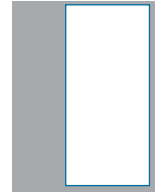
PRINT AD SIZES



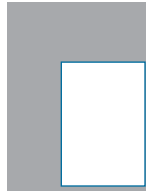
Two Page Spread
15.75 x 10.75"
16 x 11" Bleed



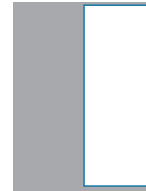
Full Page
7.875 x 10.75"
8.125 x 11" Bleed



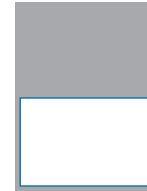
2/3 Vertical
4.5625 x 10"



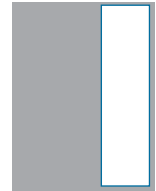
1/2 Island
4.5625 x 7.5"



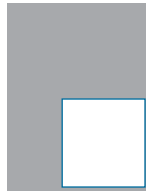
1/2 Vertical
3.375 x 10"



1/2 Horizontal
7 x 4.875"



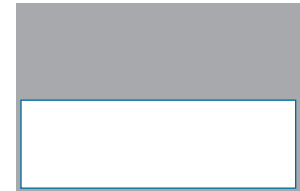
1/3 Vertical
2.1875 x 10"



1/3 Square
4.5625 x 4.875"



1/4 Vertical
3.375 x 4.875"



1/2 Horizontal Spread
14.875 x 4.875"

NOTE: "Bleed" sizes are provided for ads that may require bleeds. Please DO NOT include a bleed, or trim marks on fractional sizes.

MEDIA OPERATIONS CONTACT LIST

Protection & Transportation

- Lori Oani 310-533-2516 lori.oani@bobit.com

Fleet, Dealer & Transportation

- Heidi Dimaya 310-533-2542 heidi.dimaya@bobit.com

Beauty, Health & Wellness

- Diana Fitzgerald 847-634-7872 diana.fitzgerald@bobit.com