

# F & I and Showroom

THE INDUSTRY'S LEADING SOURCE FOR F&I, SALES AND TECHNOLOGY

3520 Challenger Street, Torrance, CA 90503-1640

## DIGITAL FILE PREPARATION GUIDELINES FOR PRINT

### APPLICATIONS

Adobe Acrobat, Illustrator, InDesign, Photoshop, QuarkXPress.

### PREFERRED FORMAT

PDF (Press Optimized with no RGB or Spot Colors).

**NOTE:** All magazines will have a digital edition generated. All web urls and email addresses must contain active links.

**Active links are lost in rasterized PDFs.**

*Photoshop files created for any ad configuration that contains a Bleed, must be set to Bleed size before saving as a PDF.*

### 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.

The use of Pantone/Spot colors may incur additional charges if used.

### FONTS

Do not apply "Style Attributes" to copy (Bold, Italic, etc.).

Use the actual Bold or Italic font.

### 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 (AdDesk): **PDF ONLY**.

*Ad Portal cannot accept compressed files.*

Photoshop files saved as PDFs are acceptable, *but* must be set to bleed size.

**New advertisers**, please contact your Production Manager for log in credentials

**Existing advertisers**, click link <http://addesk.bobit.com/> to log in and follow upload instructions.

*If you are unable to use our ad portal system (Ad Desk), please contact Production Manager for further instructions.*

### PRODUCTION MANAGER

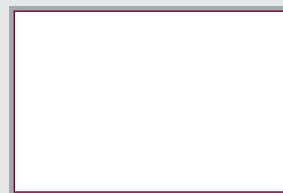
Brian Peach  
310-533-2548  
brian.peach@bobit.com

### AD SIZES

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

Live Area for Full Page is 7"x10"

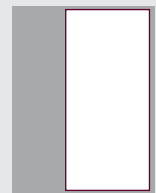
Live Area for Two Page Spread is 15"x10"



**Two Page Spread**  
\*15.75 x 10.75"



**Full Page**  
\*7.875 x 10.75"



**2/3 Vertical**  
4.5625 x 10"



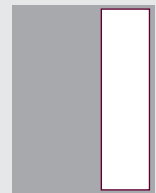
**1/2 Island**  
4.5625 x 7.5"



**1/2 Vertical**  
3.375 x 10"



**1/2 Horizontal**  
7 x 4.875"



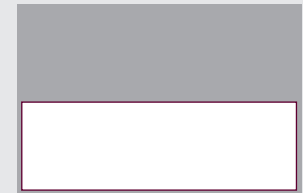
**1/3 Vertical**  
2.1875 x 10"



**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"  
**\*\*15.75 x 5.25"**

\* For Bleed Settings add 1/8" (.125") to Top, Bottom, and Sides

\*\* Document Trim Size for Bleed, then add 1/8" (.125") to Top, Bottom, and Sides