

# Mechanical Specifications

# Truck & Driver

## Display Advertising

Ad Size	Bleed	Trim	Type
Display Eighth Page Horizontal	n/a	n/a	31 x 190
Display Eighth Page Vertical	n/a	n/a	66 x 93
Display Quarter Page Horizontal	n/a	n/a	66 x 190
Display Quarter Page Vertical	n/a	n/a	275 x 45
Display Quarter Page	n/a	n/a	136 x 93
Display Half Page Horizontal	n/a	n/a	136 x 190
Display Half Page Vertical	n/a	n/a	275 x 93
Display Full Page	303 x 216	297 x 210	275 x 190
Display Double Page Spread	303 x 426	297 x 420	275 x 400

## PDF / Artwork Specifications

To ensure maximum quality finish artwork should be supplied to a PDFx/1a industry standard. If this is not possible please try to follow the below outlines.

**Compatibility** - When producing a PDF ensure that the compatibility is no greater than a PDF 1.4.

**Fonts** - All fonts to be embedded within the PDF.

**Colours** - ICC colour profiles, Lab colours, RGB images and spot colours are not to be used. All colours should be set to a CMYK process colour output.

**Images** - Logos, photos and graphics should all have a minimum output of 300 dpi.

**Bleed** - A bleed ad that is designed to flow off the sides of a page This should be clearly indicated using crop or bleed marks with a minimum of 3mm added to the trim size.