



Official Publication of the Mustang Club of America

MUSTANG TIMES

Print Ad Specs and Submission Requirements

Advertising Specifications

General AD Dimensions

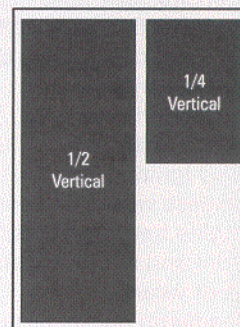
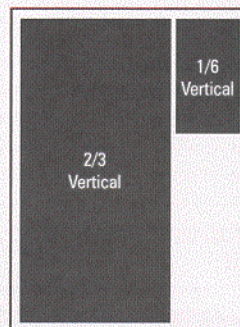
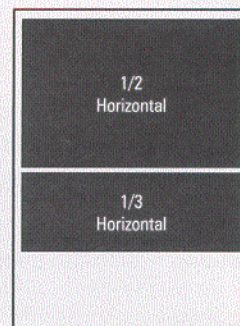
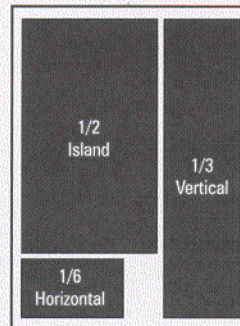
Double page spread (includes .125 bleed)
 Full page bleed (includes .125 bleed)
 Full page (live area)
 2/3 page vertical
 1/2 page island
 1/2 page vertical
 1/2 page horizontal
 1/3 page vertical
 1/3 page horizontal
 1/4 page vertical
 1/6 page vertical
 1/6 page horizontal

Width

16.75"
 8.5"
 7.375"
 4.75"
 4.75"
 3.375"
 7.375"
 2.3125"
 7.375"
 3.5"
 2.3125"
 4.75"

Height

11"
 11"
 9.75"
 9.75"
 7.375"
 9.75"
 4.75"
 9.75"
 3.25"
 4.75"
 4.75"
 2.3125"



•Final trim size is 8.25" x 10.75"

Safety: All live matter should .25" from the trim size on all four sides. Mustang Times is not responsible for any information or live matter placed outside the safety that is trimmed or cut off.

Preferred Media Format: CD or DVD

Along with the disc, please provide a printed 100% hard copy proof (laser prints preferred) and contact information for ad to be accepted. This includes the issue date, advertiser, agency name, contact person, phone number, and ad name/#. Discs will not be returned.

PREFERRED FILE FORMAT: PDF-X1/a

NOT ACCEPTED: Microsoft Word, Excel, or Publisher files.

PC USERS MUST PROVIDE HI-RES PDF-X1/a or a PRESS QUALITY PDF.

Image Requirements: Alternate File Formats Accepted (MAC ONLY): Native Application Files, Adobe CS3, CS2 or Legacy (Illustrator, InDesign, PhotoShop) or Quark Express 6.5. NO CROP MARKS.

PDF files must contain only 4-color (CMYK), color-corrected, high-resolution (300 dpi) images or Grayscale (No RGB, JPG or other color formats accepted. Please convert all type to outline or make sure all fonts are embedded. The publisher will bill for any work needed to bring materials up to print specifications. Charges are based on current market rates.

Mustang Times cannot be responsible for PDF Files prepared incorrectly.

Deadlines: Space reservation, pre-payment and advertising media to be received by first of each month - 45 days prior to Cover Date.

Send To: Mustang Times
 c/o Advertising
 2920 Drane Field Road
 Lakeland, Florida 33811-1329

Ad Reservations: Call (863) 701-2575 ext. 1 or email to: mjwesche@patemarketinggroup.com

MT-0408