

AD SPECS

In order for your ad to meet minimum quality requirements, please follow these four steps:

PAGE 1 OF 2

IMPORTANT POINTS

- + Use high-res images
- + Keep type and logos at least .25" away from the edges
- + Include magazine title (CL), company name and ad size in filename

A PUBLICATION OF



ae-engine.com

1 Designing

- Download the appropriate design template at ae-engine.com/ad. There are six types of ads for Cowboy Lifestyle magazine.

ADVERTISING OPTIONS

- | | |
|------------------------------|----------------|
| ■ Two-page spread ad: | CL-Ad-2PG.idml |
| ■ One-page ad: | CL-Ad-1PG.idml |
| ■ Half-page ad (horizontal): | CL-Ad-HLF.idml |
| ■ Column ad: | CL-Ad-COL.idml |
| ■ Quarter-page ad: | CL-Ad-QTR.idml |
| ■ Column ad: | CL-Ad-BIZ.idml |

2 Proofing

- Is the ad internally approved by all necessary parties?
- Run a preflight check on the completed design using the profile (AE Engine) embedded in the template file.
- Are all of the images high-resolution (at least 300 dpi)?
- Does the design include the required bleed (extend beyond the edges of the page)?
- Are all of the important elements (type, logos and borders) at least .5" away from the sides of the page?

3 Exporting

Export the original design file as a press-ready PDF. To ensure this is done correctly, install the "AEEEngine.joboptions" file and use it to create the PDF. (This file comes packaged with the template file downloaded from our website.)

- Confirm the title of the PDF is as follows:
 - 1) The magazine title abbreviation (CL)
 - 2) Your company (or client's) name
 - 3) The ad size (2PG, 1PG, HLF, etc)
 - 4) Uses dashes instead of spaces

Ex: CL-CompanyName-1PG.PDF

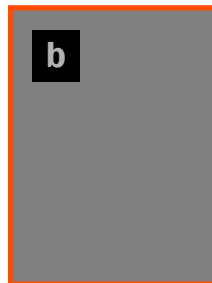
4 Submitting

- Go to ae-engine.com/advertising/upload-ads/
- If you have any questions, please contact us at ads@ae-engine.com.



+ TWO-PAGE AD

- Bleed: .125"
- Document Size:
W: 16.75"
H: 10.875"
- Margins:
W: .5"



+ ONE-PAGE AD

- Bleed: .125"
- Document Size:
W: 8.375"
H: 10.875"
- Margins:
W: .5"



+ HALF PAGE AD

- Bleed: .125"
- Document Size:
W: 8.375"
H: 5.4375"
- Margins:
W: .25"



+ COLUMN AD

- Bleed: .125"
- Document Size:
W: 2.765"
H: 10.875"
- Margins:
W: .25"



+ QUARTER-PAGE AD

- Document Size:
W: 3.518"
H: 4.78"



+ BUSINESS CARD AD

- Document Size:
W: 3.518"
H: 2.345"

AD SPECS

A paragraph of copy and an image are required to appear in this section.

PAGE 2 OF 2

IMPORTANT POINTS

- + Provide high-res image
- + Limit product descriptions to no more than 100 words

A PUBLICATION OF



ae-engine.com

favorite finds advertisers:

Image Requirements

- All photos must be high-resolution (at least 1,200 pixels on the short side).
- Send us a product image, or your company's logo.

Editorial Requirements

- The product description should be no more than 100 words.
- Include a website and where the product is available for purchase.

Materials Submission

- Submit the image and the editorial in a single form at ae-engine.com/favorite-finds.

Holiday Favorite Finds COOL GIFTS FOR SERIOUS RACE FANS



SWANN ENFORCER

The Swann Enforcer™ 4K DVR Security System has crime-fighting features that run right around other CCTV security kits. This fully loaded system features True Talent™ lens and motion-based sensors that trigger red and blue police style flashing lights, bright spotlights and send them to driveway detectors. Receive push notifications and watch live or playback video on your mobile device from anywhere in the world via the Swann Security app. You can also view any of the footage in detailed 4K resolution on a smart TV and even go back in time via the Google Assistant and Chromecast, Google Home Hub or via Alexa devices. About Recording: There's time local recording onto a massive 2TB hard drive. Which will store for at least 100 days before overwriting older footage - all with no interruption loss ever! Come see a new concept and security has a new name - meet the Enforcer™. It's Security Made Smarter™. Swann Systems. Learn more at www.swann.com

NASCAR HEAT 5

NASCAR Heat 5 is the ultimate NASCAR video-game experience, with 34 authentic tracks across the country in singleplayer, two-player split screen and online multiplayer for up to 40 racers. Along with names like Chase Elliott, NASCAR Heat 5 includes all of the all-time Sprint Series, XFL and drivers from the NASCAR Cup Series, as well as the NASCAR Xfinity Series, NASCAR Gander RV & Outdoors Truck Series and XFL Series. Available now on the PlayStation®4 computer entertainment system, the Xbox One family of devices - including the Xbox One X™ - and on PC via Steam. NASCAR Heat 5 features several gameplay additions and enhancements, including the Racer's Career Mode in the Trackview Editor, with improved objective and more customization choices than ever before, the game also adds online challenges and a new Training Mode, letting players perfect their setup for each track.



HUNTER'S RESERVE'S PREMIUM WILD GAME MEATS



Hunter's Reserve's Premium Wild Game Meats are the low carb, high protein snack that's always ready when you are. Load the pack, cooked burger and eat it up with our factory sealed vacuum sealer, meat sticks and jerky tubes. Each of our small batch meat snacks are humanely raised in the wild and a unique seasoning blend that enhances the flavor of each meat. All of Hunter's Reserve's meats are gluten free, whole food and keto friendly. Hunter's Reserve's new Straight Shooter Jerky is a WILD winner on any day. Complete with Venison, Elk and Wild Boar summer sausage, 3 cheese buns and mustard packed in an all-right season pack. This snack contains everything you need to take you to the finish line. Looking for a great holiday gift this year? Check out where Hunter's Reserve meats for this and many more delicious options. Use code "NASCAR20" for 15% off your first order! Also available in Best Pro Shops and Cabela's stores this holiday season.

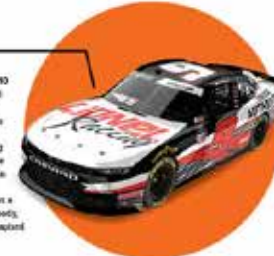


JIMMIE JOHNSON'S ALLY THROWBACK DIE-CAST

Seven-time NASCAR Cup Series champion Jimmie Johnson is definitely among the greatest NASCAR racers of all time, but when it comes to throwback paint schemes, this one may truly be the greatest. At this year's Southern 500, his last Daytona race as a full-time driver, Johnson chose to honor the other heroes with whom he shares career time honors - "The King" Richard Petty and the legendary Dale Earnhardt. Johnson's No. 48 Ally paint scheme on the Southern 500 captured his respect for these icons of the sport with a lively remembrance of their most memorable paint schemes - resulting in a limited throwback die-cast that four collectors can't afford to miss. This striking replica is available in 1:24 scale in both hood open and ELITE versions. A 1:64 scale model is also available. Order it now at LinealRacing.com or your favorite die-cast retailer.

NOAH GRAGSON'S LIONEL RACING DIE-CAST

18 Motorsports driver Noah Gragson will be "Driven by Die-cast" Oct. 30 when he takes on the twists and turns of the Charlotte Motor Speedway 600M, as Lionel Racing names Gragson as his primary sponsor. This fall, this company celebrates its 100th anniversary since it was named The Official Die-Cast of NASCAR. NASCAR fans and collectors can find their favorite Lionel Racing die-cast cars and trucks for sale at track, in hobby and outdoor shops, through the Racing Collectibles Club of America, and in Walmart, Target and other retailers nationwide. Gragson's official Lionel Racing die-cast car currently is found as a 1:24 scale hood open model and in 1:64 scale. It features a die-cast body, rolling GoodYear tires, authentic detail package and more. Autographed versions are also available.



CHASE ELLIOTT'S TRUCK SERIES WIN DIE-CAST

In his first appearance in the NASCAR Gander RV & Outdoors Truck Series since 2017, Chase Elliott drove away with the checkered flag and banked a \$500,000 bonus by leading Pole Position at Charlotte Motor Speedway. Winning the No. 14 Chevrolet Camaro ZL1 for GMR Racing, Elliott held off the upcoming Cup Series champ to clinch his third career Truck Series victory. Elliott's thrilling season made his starring Charlotte Win much one of the most popular Lionel Racing die-casts of the season. Because it's a "Raced Win" die-cast, it's detailed with youth, dirt and all the escape seen on the track in Victory Lane. Each 1:24 scale model also comes with a collector card detailed with race stats and a full-size NASCAR Winpost sticker. It also being made in 1:64 scale.

