

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 company name and magazine title (NPP) in filename

A PUBLICATION OF



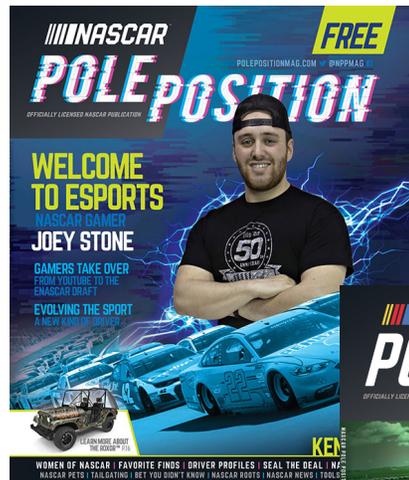
ae-engine.com

1 Designing

- Download the appropriate design template at ae-engine.com/advertising/ad-specs/. There are four types of ads for *NASCAR Pole Position* magazine.

ADVERTISING OPTIONS

- Two-page spread ad: NPP Ad 2PG.idml
- One-page ad: NPP Ad 1PG.idml
- Half-page ad (horizontal): NPP Ad HALF.idml
- Column ad: NPP Ad COL.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 "AEngine.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 you send includes:
 - 1) Your company (or client's) name
 - 2) The magazine title abbreviation (NPP)
 - 3) The ad size (2PG, 1PG, HALF, COL)

4 Submitting

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

AD SPECS

There are four advertising options:

PAGE 2 OF 2

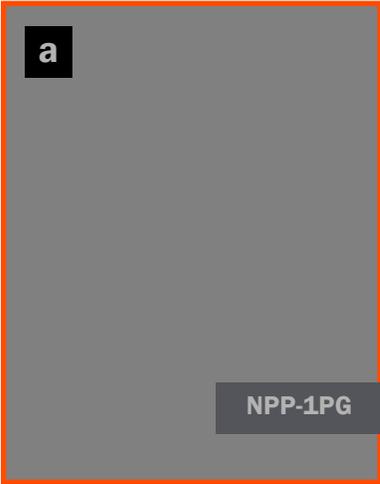
IMPORTANT POINTS

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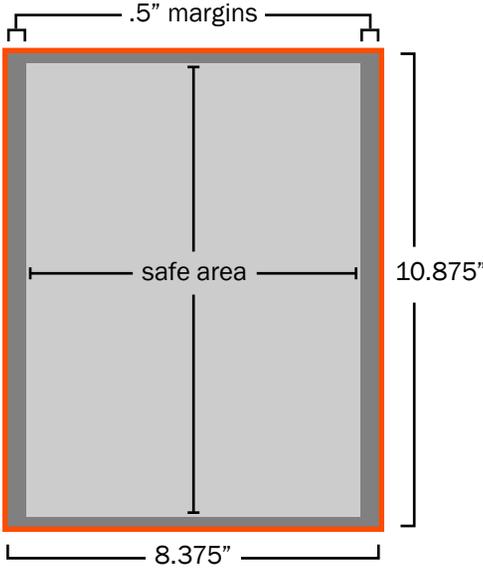
+ ONE-PAGE AD

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

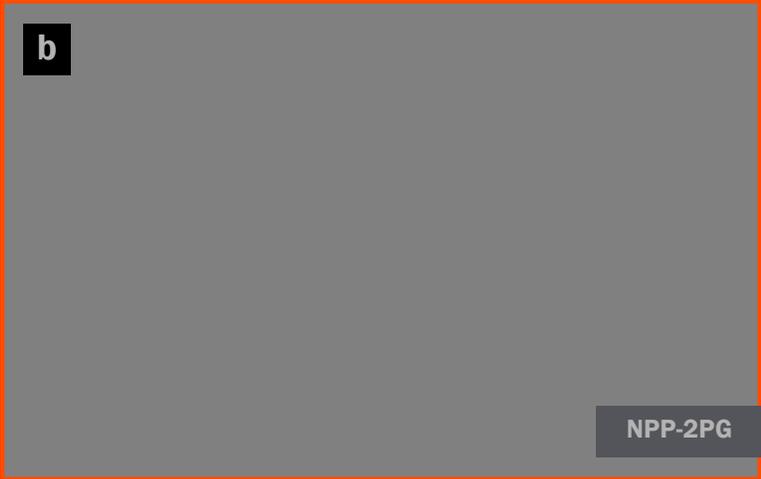
One-page ads should be designed with .5" margins on both the left and right sides, as shown in this diagram.

All important text and images should appear within the safe area.

There should be .125" bleed around all edges.



Advertising Options



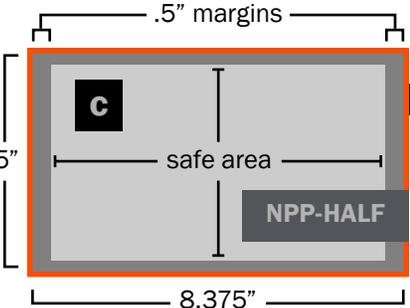
+ TWO-PAGE SPREAD AD

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



+ COLUMN AD

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



+ HALF-PAGE AD

- **Bleed:** .125"
- **Document Size:**
W: 8.375"
H: 5.4375"
- **Margins:** .5"