

PRINT MAGAZINE SPECS



**JOURNAL**

BLEED TRIM

<i>Asphalt Contractor, Concrete Contractor, Pavement Maintenance &amp; Reconstruction, OEM Off-Highway &amp; Rental</i>		
<b>Full Page Spread*</b>	16" x 11"	15.75" x 10.75"
<b>Full Page*</b>	8.125" x 11"	7.875" x 10.75"
<b>2/3 Page</b>		4.5625" x 10"
<b>1/2 Page Standard</b>		4.5625" x 7.375"
<b>1/2 Page Horizontal</b>		7" x 4.875"
<b>1/2 Page Vertical</b>		3.375" x 10"
<b>1/3 Page Standard</b>		4.5625" x 4.875"
<b>1/3 Page Vertical</b>		2.1875" x 10"
<b>1/4 Page</b>		3.375" x 4.875"

\*LIVE AREA: All logos and type must be .25" (1/4") away from the trim

**FULL-PAGE SPREAD**  
LIVE: 15.25" X 10.25"  
TRIM: 15.75" X 10.75"  
BLEED: 16" X 11"

**FULL-PAGE**  
LIVE: 7.375" X 10.25"  
TRIM: 7.875" X 10.75"  
BLEED: 8.125" X 11"

**1/2-PAGE SPREAD**  
14.75" X 4.875"

**1/2 PAGE HORIZONTAL**  
7" X 4.875"

**2/3 PAGE**  
4.5625" X 10"

**1/2 PAGE VERTICAL**  
3.375" X 10"

**1/2 PAGE STANDARD**  
4.5625" X 7.375"

**1/3 PAGE STANDARD**  
4.5625" X 4.875"

**1/3 PAGE VERTICAL**  
2.1875" X 10"

**1/4 PAGE**  
3.375" X 4.875"

JOURNAL OF  
**EQUIPMENT MANAGEMENT**

BLEED TRIM

<i>Journal of Equipment Management</i>		
<b>Full Page Spread*</b>	12.25" x 9.25"	12" x 9"
<b>Full Page*</b>	6.25" x 9.25"	6" x 9"

\*LIVE AREA: All logos and type must be .5" (1/2") away from the trim

**Equipment**  
TODAY

**TABLOID**

BLEED TRIM

<i>Equipment Today</i>		
<b>Tabloid Spread*</b>	22" x 14.125"	21.75" x 13.875"
<b>Tabloid Page*</b>	11.125" x 14.125"	10.875" x 13.875"
<b>1/2 Tabloid*</b>	11.125" x 8.25"	10.875" x 8"
<b>Journal Spread*</b>	16.25" x 11"	16" x 10.75"
<b>Journal Page*</b>	8.25" x 11"	8" x 10.75"
<b>2/3 Page</b>		4.5625" x 10"
<b>1/2 Page Standard</b>		4.5625" x 7.375"
<b>1/2 Page Horizontal</b>		7" x 4.875"
<b>1/2 Page Vertical</b>		3.375" x 10"
<b>1/3 Page Standard</b>		4.5625" x 4.875"
<b>1/3 Page Vertical</b>		2.1875" x 10"
<b>1/4 Page</b>		3.375" x 4.875"

\*LIVE AREA: All logos and type must be .25" (1/4") away from the trim  
All fractional-page ads are based on standard journal size.

**TABLOID FULL-PAGE SPREAD**  
TRIM: 21.75" X 13.875"  
BLEED: 22" X 14.125"

**FULL-PAGE TABLOID**  
TRIM: 10.875" X 13.875"  
BLEED: 11.125" X 14.125"

**HALF TABLOID**  
TRIM: 10.875" X 8"  
BLEED: 11.125" X 8.25"

**JOURNAL SPREAD**  
TRIM: 16" X 10.75"  
BLEED: 16.25" X 11"

**JOURNAL PAGE**  
TRIM: 8" X 10.75"  
BLEED: 8.25" X 11"

**2/3 PAGE**  
4.5625" X 10"

**1/2 PAGE VERTICAL**  
3.375" X 10"

**1/2 PAGE STANDARD**  
4.5625" X 7.375"

**1/2 PAGE HORIZONTAL**  
7" X 4.875"

**1/3 PAGE STANDARD**  
4.5625" X 4.875"

**1/3 PAGE VERTICAL**  
2.1875" X 10"

**1/4 PAGE**  
3.375" X 4.875"

## DIGITAL MAGAZINE



### UPGRADE YOUR PRINT ADVERTISING

Include a digital ad in the *OEM Off-Highway* digital edition.

**SCREEN DIMENSIONS:** 1024 x 768 pixels; horizontal orientation only

**FILE FORMAT:** InDesign (preferred), Photoshop, Illustrator; PDF is acceptable. Indicate any hyperlinks. InDesign: No bleeds; include images and fonts.

**VIDEO:** Preferred formats are .mov and .mp4

- Send the actual videos; if you send a link, make sure it is a downloadable link.
- Video should be limited to 1 minute.

**AUDIO:** Preferred formats are .wav and .aiff. We can use mp3s, but they are lower quality.

## FILE TRANSFER

### How to create your files: Preferred file format: PDF X/1a

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose "PDF X/1a" or "Press Quality" in your job options when creating high-resolution PDFs. The original files that you are making the PDF from should also be high resolution. Make sure images are CMYK and 300 dpi resolution and all fonts used are loaded and embedded.

Ads should be created to correct ad size dimensions, including bleed.

#### Contract and copy conditions

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

#### Payment and commissions

Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

#### Protective clauses

Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims made against the Publisher. The Publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

#### Contract cancellation

Advertising canceled after closing date will be charged at earned rate to the advertiser with an additional fee of up to \$500 for remake of the page. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.

### Where to send magazine materials:

Email files to the assigned Ad Production Manager. For files larger than 10MB, follow these steps:

1. Go to [www.hightail.com/u/acbm](http://www.hightail.com/u/acbm)
2. Drag and drop file(s) to upload.
3. In the subject field, please include magazine or brand, issue date, other identifying information.
4. Click "Send."



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