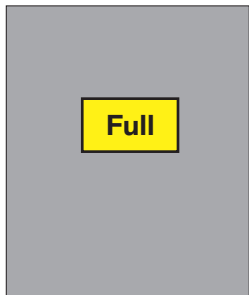




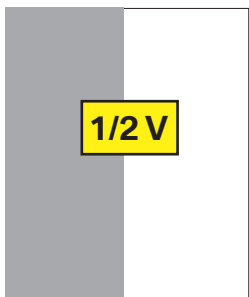
Specialists in dealership marketing

POST OFFICE BOX 1876
ROSWELL, NEW MEXICO 88202-1876
PHONE: 505.624.0455
TOLL-FREE: 877.394.2400
FAX: 505.623.4149
staff@powersportcommunications.com

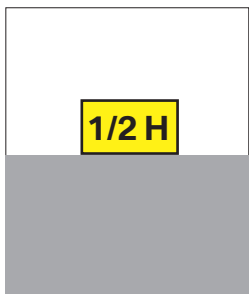
Powersport Advertising Specifications (Newsprint)



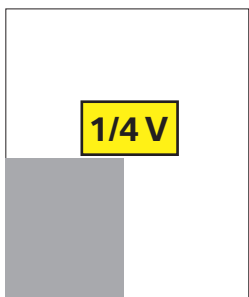
Non-bleed ad:
(No header)
10.25" x 13"



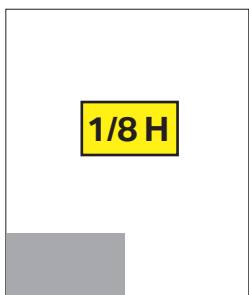
Non-bleed ad:
5" x 12.275"



Non-bleed ad:
10.25" x 6"



Non-bleed ad:
5" x 6"



Non-bleed ad:
5" x 2.875"

Step 1 - Design ad to proper dimensions

Publication is printed 85-line screen web-offset. Trim size is 11.375" x 14".

Step 2 - Prepare materials and proof to spec:

All content is subject to approval by Powersport Communications, Inc.

Advertiser is liable for meeting specs and accepts liability if specs are not met.

Press-ready specification

Powersport accepts files submitted in the following formats:

PDF - Any questions contact us at: 1-877-894-2400

EPS - Photoshop eps must be submitted as CMYK at a minimum of 190 DPI resolution. Vectored eps must be saved for Macintosh platform with all fonts converted to outlines.

JPG - Jpgs must be submitted as CMYK at a minimum of 190 DPI resolution at the highest quality setting allowed.

Step 3 - Deliver ad materials by deadline via:

- **Email:** production@powersportcommunications.com
- **Mail:** Powersport Communications
500 North Main Street, Suite 600
Roswell, New Mexico 88201

Advertiser assumes full responsibility for errors or reproduction problems of any material received. Any ads sent as PDF, jpg or bitmapped eps are not subject to any alterations by Powersport Communications, and must be resubmitted by client for placement.