



# THE PARTS BOOK

Your Source For Parts & Attachments

## PAGE LAYOUT AND GRAPHIC FORMATS 2020

### PAGE LAYOUT APPLICATIONS:

- High resolution .pdf, .jpg, .tif or .eps file preferred  
(must have all fonts and images embedded)  
(266 d.p.i. Resolution or Better - Please no low resolution)
- Adobe InDesign CS6 Mac
- All App's MAC preferred. PC format accepted but fonts will be substituted.

- INCLUDE ALL SCREEN & PRINTER FONTS
- INCLUDE ALL GRAPHICS SEPERATELY FROM AD LAYOUT
- LINK (DO NOT EMBED) GRAPHICS IN INDESIGN LAYOUTS
- COLOR GRAPHICS MUST BE CMYK FORMAT
  - .JPG, .TIF or .EPS (266 d.p.i. Resolution or Better - Please no low resolution)
- GRAYSCALE GRAPHICS:
  - .JPG, .TIF or .EPS (266 d.p.i. Resolution or Better - Please no low resolution)
- LINEART GRAPHICS: Bitmap 600 d.p.i. Resolution Preferred
- DISK FORMATS: CD-ROM, E-Mail

### AD SIZES & DIMENSIONS:

FULL PAGE: 6 5/8" Wide x 7 7/8" High (Full Bleed Trim Size: 7 1/2" Wide x 8 3/4" High)

FRONT COVER: 6 5/8" Wide x 6 7/8" High

BACK COVER: 6 5/8" Wide x 6 1/2" High

1/2 PAGE (HORIZONTAL): 6 5/8" Wide x 3 7/8" High

1/2 PAGE (VERTICAL): 3 1/4" Wide x 7 7/8" High

1/3 PAGE: 3 1/4 " Wide x 4 7/8" High

1/4 PAGE: 3 1/4" Wide x 3 7/8" High

PLEASE CALL FOR OTHER AD SIZES

ADVERTISING DEADLINE: Last Monday of Each Month

PRINT/MAIL DATE: 1st Tuesday/Wednesday of Each Month

SEND AD COPY TO:

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