

## Electronic Files

- **Formats:** High resolution PDF files preferred; we also accept: EPS, PSD, PNG and high-resolution JPG. NOTE: PDF files are only accepted from Adobe Professional for printing software with fonts embedded, CMYK format and color images: Bicubic Down Sampling to 600 pixels per inch. *(See Resolution below.)*
- **Type/Fonts** must be converted to outlines when exporting from Illustrator and Corel as an EPS OR the fonts should be provided with your submission. *(We cannot accept PC fonts.)* If fonts cannot be outlined, original fonts should be provided. NOTE: If fonts are not compatible we reserve the right to replace fonts as needed.
- **Resolution** of all files should be a minimum of 266 dpi (including imported files). 300 dpi at 100% is the preferable resolution. NOTE: dpi=dots per inch.
- **Color** ads *(and imported files)* must be in CMYK, not RGB. NOTE: RGB colors not converted to CMYK will appear muted compared to original color, therefore we cannot guarantee color correctness. All PMS colors should be converted to CMYK unless a specific PMS color is specified and has been purchased. *(Pantone colors are available at an additional cost. Please contact your sales representative for a quote.)*
- **A proof** of your ad must be included or faxed with your submission. (Color hard-copy proofs should accompany color ads.) **We are not able to maintain quality assurance, correctness or color without a proof.**

## Ad Submission

- **SEND** your files on CD accompanied by a proof. Please provide a color proof if your ad has color. We cannot guarantee correctness without a hard proof. (See Color above.)
- **E-MAIL** your files (only if under 25 MB – NOTE: Files can be stuffed or zipped for e-mail transfer which usually decreases files by half the size) to: valerie@busride.com. **IMPORTANT: FAX A HARD COPY TO 1-602-265-4300.**
- **UPLOAD** your files: Go to [www.powertradedmedia.com/uploadfiles](http://www.powertradedmedia.com/uploadfiles). **IMPORTANT: FAX A HARD COPY TO 1-602-265-4300.**

## Shipping

All advertising materials should be sent to:

Valerie Valtierra, Production Director  
4742 North 24th Street, Suite #340  
Phoenix, AZ 85016  
1-602-265-7600 ext 203

**WE WILL NOT GUARANTEE CORRECTNESS WITHOUT A HARD PROOF**  
We will uphold the industry standard of a maximum of 10% variance of color provided a color correct proof is provided.

## Ad Sizes (inches)

<b>2-page spread</b>	(bleed) . . . . .	16.5 x 11.125
	(trim) . . . . .	16.25 x 10.875
	(live area) . . . . .	.0.375 from trim
<b>Full page</b>	(bleed) . . . . .	8.375 x 11.125
	(trim) . . . . .	8.125 x 10.875
	(live area) . . . . .	.0.375 from trim
<b>1/2-page spread</b>	(bleed) . . . . .	16.5 x 5.5
	(trim) . . . . .	16.25 x 5.375
	(non-bleed) . . . . .	14 x 4.75
	(live area) . . . . .	.0.375 from trim
<b>2/3 page</b>	(vertical) . . . . .	4.75 x 9.75
<b>1/2 page</b>	(island) . . . . .	4.75 x 7.25
<b>1/2 page</b>	(horizontal) . . . . .	7.25 x 4.75
<b>1/3 page</b>	(vertical) . . . . .	2.25 x 9.75
<b>1/3 page</b>	(square) . . . . .	4.75 x 4.75
<b>1/4 page</b>	(vertical) . . . . .	3.5 x 4.75

## Ad Production

Power Trade Media™ will produce/design ads for advertisers at a rate of \$125/hour if requested. Components to produce ad should be submitted at the same time as space commitment. Should production charges be waived, artwork remains the property of **BUSRide** magazine.

## Copy Acceptance

**BUSRide** magazine reserves the right to refuse advertising that it considers detrimental to the bus industry or contrary to the policies of its parent company, Power Trade Media.

## Contract and Copy Regulations

The advertiser agrees to indemnify the publisher against any claims or expenses resulting from the unauthorized use of name, photograph, sketch or words protected by the copyright or registered trademarks, label and others in connection with his or her advertising.

## Cancellations

All cancellations must be made in writing and must be received 60 days prior to cover date. Cancellations may be subject to a short rate.

**BUSRide** Magazine  
4742 North 24th Street  
Suite #340  
Phoenix, AZ 85016

Toll-free: 1-800-541-2670  
Telephone: 1-602-265-7600  
Fax: 1-602-265-4300  
[www.busride.com](http://www.busride.com)