

www.autofile.co.nz

# autofile

THE TRUSTED VOICE OF THE AUTO INDUSTRY  
FOR NEARLY 40 YEARS



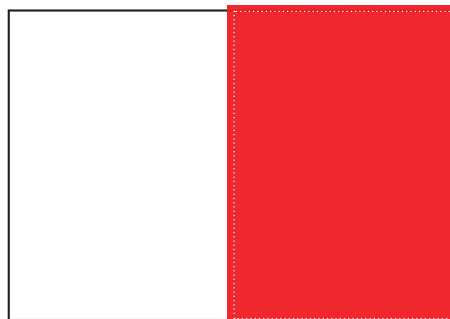
ADVERTISING SPECS

## PRINT ADVERTISING SIZES

Having served the industry for almost 40 years, Autofile has a proud history as **the trusted voice of the auto industry.**

Our monthly magazine provides in-depth articles, industry profiles, sales & import statistics and much more. Our website which is updated daily, highlights the major issues of concern to the motor industry, as well as providing items of general interest relating to the new and used vehicle trade. Autofile aims to provide the information those in the industry need.

*Autofile is the publication of record for the New Zealand auto industry*

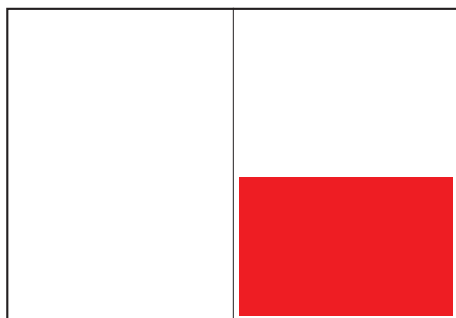


### FULL PAGE

PAGE TRIM SIZE

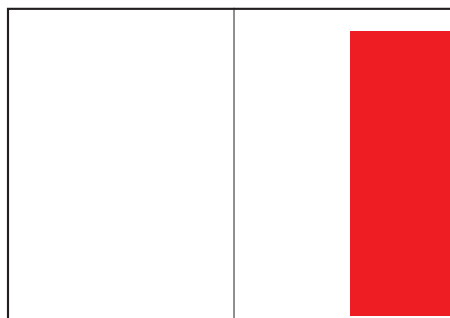
297 mm [h] x 210 mm [w]

(Artwork must include 5mm bleed and crop marks)



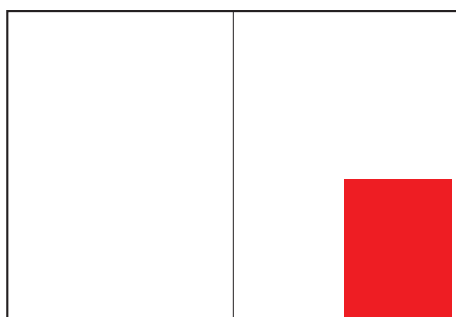
### HALF PAGE - HORIZONTAL

TRIM SIZE (no bleed required) 132 mm [h] x 190 mm [w]



### HALF PAGE - VERTICAL

TRIM SIZE (no bleed required) 262 mm [h] x 92 mm [w]



### QUARTER PAGE

TRIM SIZE (no bleed required) 132 mm [h] x 92 mm [w]



### BANNER

TRIM SIZE (no bleed required) 45 mm [h] x 190 mm [w]

(Double-page spread banner specs available on request)

NOTE: Advertising artwork for the magazine must be supplied as four-colour CMYK at 300dpi with bleed and crop marks. All logos used or supplied should be vector-based (.ai, .svg, or .eps) where possible.

# DIGITAL ADVERTISING SIZES



## 1 HEADLINE BANNER

DESKTOP: 928px X 180px

MOBILE: 372px X 144px

[Max file size: 100Kb]

- Limit of 16 advertisers increases exposure
- Only advert on the homepage that appears above the fold
- Includes banner on article and website pages

## 2 MREC

DESKTOP & MOBILE: 300px X 250px

[Max file size: 80Kb]

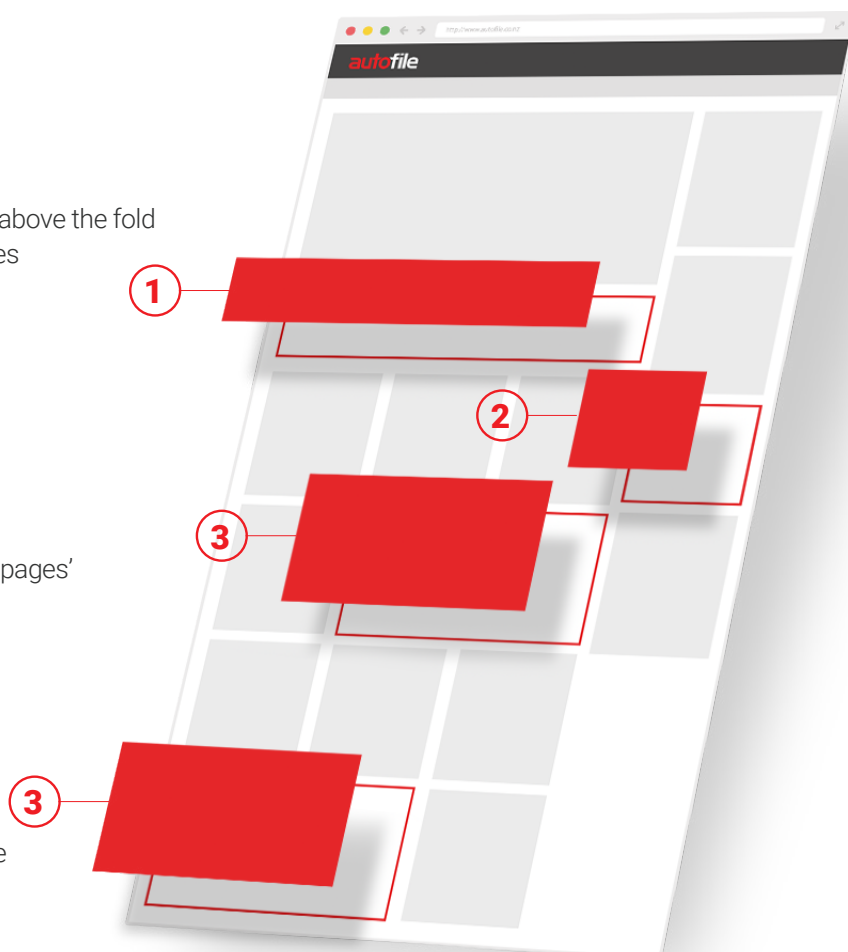
- Limit of 12 advertisers increases exposure
- Includes MREC on 'Homepage' and 'Article pages'

## 3 HOMEPAGE ARTICLE BANNERS

DESKTOP & MOBILE: 614px X 332px

[Max file size: 100Kb]

- Large format advert for maximum exposure



NOTE: Artwork for the website should be supplied at 144dpi.