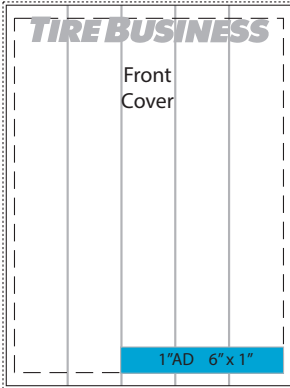


Tire Business is a tabloid-size magazine offering you several sizes to choose from. Typical ad units represent sample sizes and dimensions only and have no correlation to actual position on any given page or within any given issue.

TIRE BUSINESS

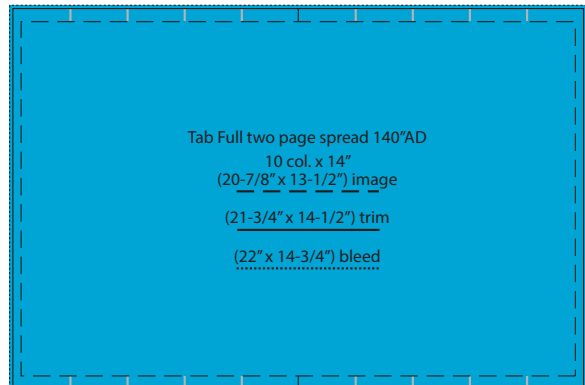
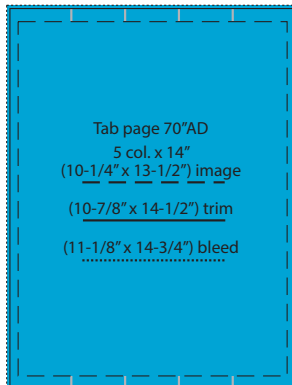
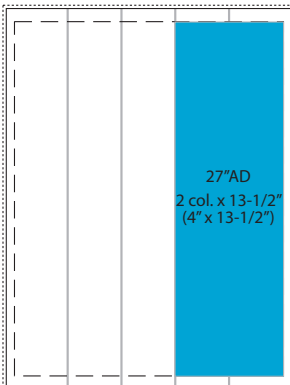
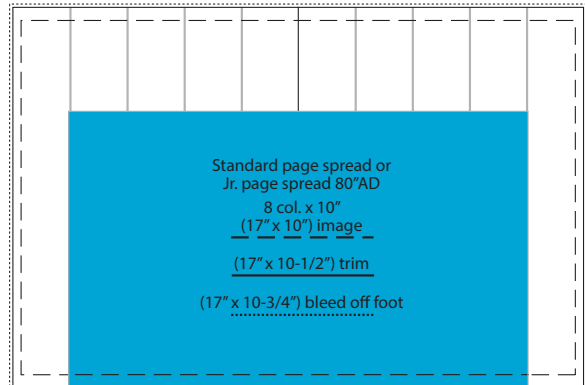
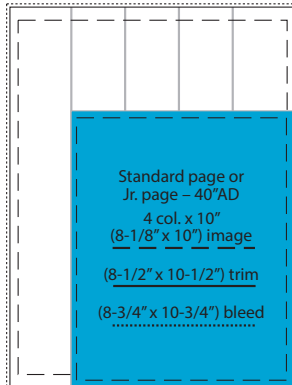
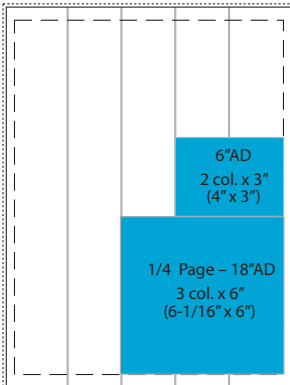
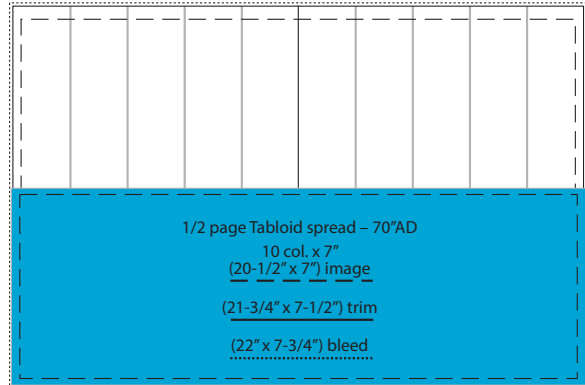
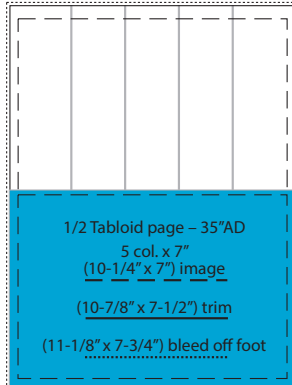
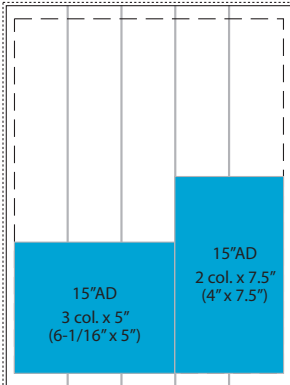


Fractional image size Ads:

Do NOT bleed unless indicated in illustrations

Space size	Width	Minimum or Maximum Depth
1 column	1-7/8"	5" - 14"
2 column	4"	2-1/2 - 14"
3 column	6-1/16"	3" - 14"
4 column	8-1/8"	4" - 14"
5 column	10-1/4"	5" - 14"

Sample Ad configurations — Sample Ad configurations — Sample Ad configurations



Online Advertising

Prestitial Ad

Desktop 640x480 Max File Size 60K GIF, JPG, Animated GIF, or HTML-5*

Leaderboard Ad

Desktop/Tablet 728x90 Max File Size 40K GIF, JPG, Animated GIF, or HTML-5*

Mobile 300x50 Max File Size 15K GIF or JPG File, no animation

Box Ad

Desktop/Tablet 300x250 Max File Size 40K GIF, JPG, Animated GIF, or HTML-5*

Mobile 300x50 Max File Size 15K GIF or JPG File, no animation

Wallpaper**

Desktop/Tablet 1300x2000 (max 2400) Max File Size 80K GIF, JPG or PNG File

Rich Media Units

970x90 Expandable Ad (homepage placement only)

Desktop 970x90 / 970x415 3p GIF, JPG, Animated GIF, or HTML-5*

300x250 Expandable Box Ad

Desktop 300x250 / 600x250 3p GIF, JPG, Animated GIF, or HTML-5*

Rich-Media Video Ad

Desktop 300x250 3p GIF, JPG, Animated GIF, or HTML-5*

eNewsletter Advertising

Box Ad

Desktop/Tablet 728x90 Max File Size 40K GIF or JPG File, no animation

Desktop/Tablet 300x250 Max File Size 40K

Mobile 300x50 Max File Size 15K GIF or JPG File, no animation



Please remember to include your referring URL with all online materials.

Materials Submission:

- We request creative units be submitted a minimum of 5 business days prior to campaign launch for standard media.
- Send creative files attached, not embedded.
- Static .jpg, .gif and animated .gif files accepted.
- 15-second maximum for all animation.
- 3 times looping maximum.
- Creative submissions should be accompanied by:
 - Detailed instructions if required
 - Creative files
 - Alternate text (30 character limit, if applicable)
 - Linking URL - Linking URLs must be domain name based

If animated, please provide a separate static frame with all pertinent information to be hosted in browsers that do not allow for animation.

Best Practices:

Ad creative should be clearly distinguishable from normal webpage content and the ad units must have clearly defined borders and not be confused with normal web content.

Third Party/3p Served Ads:

We accept creative from most major ad serving networks (please inquire).

- Third party tags must be live at the time of submission to enable thorough testing before launch
- Reporting access must be provided for all third party served campaigns.
- We can leverage our relationship with our third party vendor, Jivox, if needed, at an additional cost.

HTML-5:

*All HTML-5 creative must be third party served. Tire Business adheres to the guidelines from iab regarding HTML-5.

HTML-5 for Digital Advertising V. 2.0: Guidance for Ad Designers & Creative Technologists can be found here: www.iab.net/html5

** WALLPAPER LAYOUT REQUIREMENTS:

- Must be 1300 pixels in height, at least 2000 pixels for width (but can go up to 2400 wide)
- Center width of creative to house site content: There will need to be space in the middle of the wallpaper creative (solid color – black or white preferred) of 1400 pixels width to account for area that falls behind page content
- Client content/branding area: The first 150 pixels on each side of the 1400 pixels is where the client content should reside
- Any important content should be housed “above the fold” which is approximately in the area up to 800 pixels from the top edge of the creative.

Please note: The viewable area of the wallpaper is dependent on the size of a user’s browser window