

US AIRWAYS

magazine

2008 Ad Material Specifications
 Printed via web offset and is perfect bound

Material Requirements

Materials: Macintosh formatted CD or DVD with a contract proof. You must provide a color laser at 100% scale if a contract proof is not supplied. Media will not be returned.

Preferred File: PDF created using US Airways Magazine custom settings or PDF as PDF/x-1a:2001. Go to www.usairwaysmag.com/mediakit.php for downloadable settings for Quark v6.5, InDesign CS2, and Acrobat Distiller or call/e-mail Gregory Onder at 336.383.5477/gregory.onder@paceco.com for specifics.

Other Files Types Accepted: InDesign, QuarkXpress, Photoshop, and Illustrator
 Please supply all links and fonts used in the document.

For both PDF and native files, please follow the following rules.

1. Make sure that all images are high resolution(300 ppi) and are in CMYK mode. Note that enlarging an image with a resolution of 300 over 125% in the page layout file will lower the resolution to the point that image quality degradation may be noticeable when printed.
2. Convert all spot colors to 4 color process(CMYK)
3. Our maximum ink density is 300.
4. For spread ads, keep all copy and important art at least .25" away from the gutter on each side.

Proofs: A contract proof is recommended, but not required. Only SWOP certified proofs such as Kodak Approval, Creo Iris, and Fujifilm FinalProof are acceptable for matching color on press. A standard GATF or SWOP color bar is to be included on the proof, but is not necessary in the digital file. Go to www.swop.org for more information.

Bleed Ads - Create page layout document to trim dimension, then pull .125" bleed on all four sides to fullfill bleed dimension. Critical design and type elements must stay within the live area.

Size	Trim	Bleed	Live Area
Full Page	8" x 10.5"	8.25" x 10.75"	7" x 9.625"
Spread	Create as 2 single pages		
2/3 Vertical	5.187" x 10.5"	5.4375" x 10.75"	4.625" x 9.625"
1/2 Vertical	5.187" x 7.625"	5.4375" x 7.875"	4.625" x 7.125"
1/2 Horizontal	8" x 5.187"	8.25" x 5.4375"	7" x 4.625"
1/3 Vertical	2.75" x 10.5"	3" x 10.75"	2.187" x 9.625"

Non-Bleeds Ads(ad that does not touch trim) - Create page layout document to dimension listed.

Size	Trim
Full Page	7" x 9.625"
Spread	create as 2 single pages
2/3 Vertical	4.625" x 9.625"
1/2 Vertical	4.625" x 7.125"
1/2 Horizontal	7" x 4.625"
1/3 Vertical	2.187" x 9.625"
1/3 Horizontal	4.625" x 4.625"
1/6 Vertical	2.187" x 4.625"

Due Dates		
Jan 11/21	Feb 12/19	Mar 1/23
Apr 2/22	May 3/24	Jun 4/24
Jul 5/26	Aug 6/23	Sep 7/24
Oct 8/25	Nov 9/24	Dec 10/24

Ship Materials to or e-mail to:
 Gregory Onder
 1301 Carolina Street
 Greensboro, NC 27401
gregory.onder@paceco.com 12/07 GO