

4-Color

	1x	3x	6x	12x
Full Page	\$24,520	\$23,290	\$22,080	\$20,850
2/3 Page	\$18,390	\$17,470	\$16,560	\$15,630
1/2 Page	\$14,710	\$13,990	\$13,240	\$12,510
1/3 Page	\$11,040	\$10,480	\$9,940	\$9,380
1/6 Page	\$6,860	\$6,520	\$6,180	\$5,830
Spread	\$46,580	\$44,160	\$41,700	\$40,220

2-Color

	1x	3x	6x	12x
Full Page	\$20,580	\$19,550	\$18,530	\$17,500
2/3 Page	\$15,430	\$14,660	\$13,900	\$13,120
1/2 Page	\$12,350	\$11,740	\$11,110	\$10,500
1/3 Page	\$9,260	\$8,800	\$8,340	\$7,870
1/6 Page	\$5,760	\$5,470	\$5,180	\$4,900
Spread	\$39,100	\$37,060	\$35,000	\$33,740

Black & White

	1x	3x	6x	12x
Full Page	\$17,150	\$16,290	\$15,440	\$14,580
2/3 Page	\$12,860	\$12,220	\$11,580	\$10,930
1/2 Page	\$10,290	\$9,780	\$9,260	\$8,750
1/3 Page	\$7,720	\$7,330	\$6,950	\$6,560
1/6 Page	\$4,800	\$4,560	\$4,320	\$4,080
Spread	\$32,580	\$30,880	\$29,160	\$28,120

Covers

	1x	3x	6x	12x
2	\$29,910	\$28,410	\$26,940	\$25,440
3	\$28,690	\$27,250	\$25,830	\$24,390
4	\$31,140	\$29,580	\$28,040	\$26,480

ORDERS

Advertising Sales Coordinator
 US Airways Magazine
 1301 Carolina Street
 Greensboro, NC 27401
 336-383-5806
 Fax: 336-383-5816

advertising@USAirwaysmag.com

MATERIALS

US Airways Magazine Production
 1301 Carolina Street
 Greensboro, NC 27401
 336-383-5477
 Fax: 336-378-8269

FOR MORE INFORMATION, CONTACT YOUR SALES REPRESENTATIVE:

National Sales Representatives: Canada 416.679.9600 • Central Southwest 972.732.7781
 Denver 303.534.3078 • Detroit 313.670.0553 • Florida 954.894.7308 • Hawaii 808.593.3223
 Las Vegas 702.897.9287 • Los Angeles, Auto 818.222.2043 • Mexico 602.997.7200
 Midwest 312.494.1919 • Northeast 908.518.5600 • Phoenix 602.997.7200
 Southeast 678.638.6204 • West Coast 415.705.6770

Regional Sales Representatives: Florida Tourism/Caribbean 336.209.2564
 Northeast Region 610.760.2651 • Southeast Region 336.383.5712
 Southern California 702.897.9287

Production charges:

(non-commissionable)
Split Runs: 50/50 split (each split): \$1,750
Perfect Split: (each split): \$2,100
PMS Colors: \$2,500 net additional charge per color
Typesetting & Design of BW Ad: \$250
Typesetting and Design of 4C Ad: \$350
Bind In Charges, BRC and Supplied Inserts: \$1,200

Guaranteed positions:

10% premium added to earned rate.

BRC cards:

Advertiser Supplied: Rates on request. Purchase of back-up page required for all BRC cards.

Printed by Publisher: Rates on request.

Multi-page inserts printed by publisher:

Rates on request

Inserts printed by publisher:

Rates on request

Web site listing:

All display advertisers are eligible to participate free of charge in US Airways Magazine's Reader Service, online and in print.

Payment terms:

Invoices are due upon receipt with approved credit. Interest is assessed at 1.5% per month more than 30 days past due. Billing date is the first day of the month of cover issue. First-time advertisers must submit credit application or provide payment in full with insertion order.

2006 DEADLINES

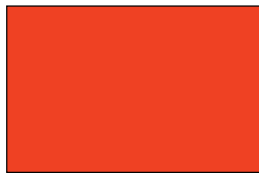
Issue	Space	Materials
January	11/11/05	11/22/05
February	12/13/05	12/22/05
March	1/16/06	1/26/06
April	2/14/06	2/24/06
May	3/15/06	3/28/06
June	4/17/06	4/27/06
July	5/16/06	5/26/06
August	6/14/06	6/26/06
September	7/14/06	7/26/06
October	8/14/06	8/24/06
November	9/15/06	9/27/06
December	10/17/06	10/27/06

Space Reservation: 45 days prior to issue date.

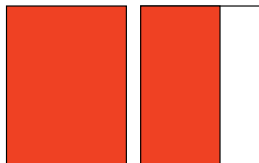
Material: 40 days prior to issue date.

Ad Index Listing: 45 days prior to issue date.

Web site Listings: 35 days prior to issue date.

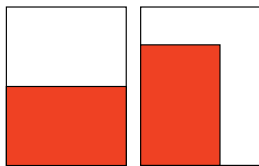


SPREAD



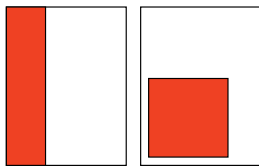
FULL

2/3 PAGE (VERTICAL ONLY)



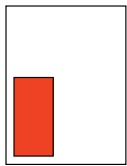
1/2 PAGE (HORIZONTAL)

1/2 PAGE (VERTICAL)



1/3 PAGE (VERTICAL)

1/3 PAGE (SQUARE)



1/6 PAGE (VERTICAL ONLY)

Size	Trim (inches) *	(millimeter)	Live/Non-Bleed (inches) **	(millimeter)
Full Page	8.0" x 10.5"	(203.2 x 266.7)	7.0" x 9.625"	(177.8 x 244.5)
2/3 Page Vertical	5.187" x 10.5"	(131.8 x 266.7)	4.625" x 9.625"	(117.5 x 244.5)
1/2 Page Vertical	5.187" x 7.625"	(131.8 x 193.7)	4.625" x 7.125"	(117.5 x 181.0)
1/2 Page Horizontal	8.0" x 5.187"	(203.2 x 131.8)	7.0" x 4.625"	(177.8 x 117.5)
1/3 Page Vertical	2.750" x 10.5"	(69.9 x 266.7)	2.187" x 9.625"	(55.6 x 244.5)
1/3 Page Horizontal	—	—	4.625" x 4.625"	(117.5 x 117.5)
1/6 Page Vertical	—	—	2.187" x 4.625"	(55.6 x 117.5)
Spread ***	16.0" x 10.5"	(406.4 x 266.7)	15.0" x 9.625"	(381.0 x 244.5)

* For **Bleed ads**, create page layout document to trim size, then pull 0.125 inch bleed on all four sides. Critical design and type elements **MUST** stay within the LIVE/NON-BLEED dimension.

** For **Non-Bleed Full Page ads**, create page layout document to trim size. All elements **MUST** be within the LIVE dimension.

* For **Non-Bleed fractional ads**, create page layout document to NON-BLEED size.

*** For **Spread ads**, create page layout document as two full pages at trim size.

Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed. Allow at least a 0.25-inch safety at gutter of each page for design and type running across gutter. Indicate trim on furnished proof.

Digital Advertising Material Requirements

Digital Media Delivery: MAC formatted 100 MB ZIP disk or CD ROM. Include a printed directory. In addition to a contract proof, please provide a color laser print, at actual size (100%), of your ad. **Note: Media will NOT be returned.**

Software Supported: MAC Platform; Indesign, Illustrator, Freehand, and PhotoShop.

Acceptable Files: Furnish native format files, include all screen and printer fonts, and high resolution images as EPS or TIFF files. Use Postscript fonts only. **Truetype fonts are NOT acceptable.** Convert all spot and PMS colors to CMYK. Images must be CMYK, of adequate resolution (300 dpi) to produce a 150 line screen, and have a maximum density of 280. Use imported, high resolution images at actual (100%) size. Enlarging images will reduce their resolution possibly rendering the image unacceptable.

Contract Proofs: Only direct digital halftone proofs are acceptable for matching on press. Examples are Kodak Approval, Matchprint Digital and Presstek. Standard GATF or SWOP color bars are to be included on the proof, but not in the digital file.

NOTE: Color match to other proofs will not be guaranteed.

Additional Charges: Minimum charge for publisher to correct a problem file is \$250. Any additional work involved (such as typesetting) will be billed at publisher standard rates.

Digital Advertising Specs Online: Digital advertising specs for *US Airways* are available in a downloadable PDF format on the *US Airways* Web site at www.USAirwaysmag.com.

Terms And Conditions

A contract consists of 12 consecutive months. Publisher reserves the right to limit amount of advertising and to reject any advertising which, in their opinion, does not conform to the standards of the publications. All advertisements are published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based on the contents or subject matter of such advertisements, including, without limitations, claims or suits for libel, violations of right of privacy, plagiarism and copyright infringement. Cancellations not accepted, unless received in writing prior to space reservation closing date. Covers are not cancellable. Options on cover positions must be exercised at least 30 days prior to four-color closing date. If order is not received by such date, cover options automatically lapse. All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to changes upon notice from publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective with out incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Conditions other than rates are subject to change by publisher without notice. Invoices are due upon receipt. Interest is assessed at 1.5% per month more than 30 days past due. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agency ordered and which advertising was published. No amendment to the credit terms shall be effective unless the same is in writing and signed by Pace Communications. If a past due balance is placed with an outside collection service or attorney, advertiser/Agency agrees to reimburse all costs of collection. Orders which contain rates and/or conditions which vary from the rates and conditions listed herein shall not be binding on Attaché unless expressly approved in writing by the publisher and may be inserted and charged for at the actual rate schedule. Publisher does not assume any liability for error in key number or advertising index listings. Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues of the magazines (or for any failure to provide reference or access to all or any part of the advertising on the Web sites) because of strikes, work stoppages, accidents, fires, acts of God, war or terrorism, or any other circumstances not within the control of the publisher. Publisher shall not be subject to any liability whatsoever for any failure to provide reference or access to all or any part of the advertising on the Web sites due to systems failures or other technological failures of the Web sites or the Web. When a contract for advertising or frequency rate is cancelled, the advertiser will be billed at the open rate or frequency rate applicable to the quantity of space used. If any controversy should arise between the parties in the performance, interpretation or application of this advertising AGREEMENT, the dispute shall be determined in Greensboro, North Carolina in accordance with the Rules for Commercial Arbitration of the American Arbitration Association. The decision of the arbitrator(s) shall be final and conclusive upon both parties.

Bonnie McElveen-Hunter, President and CEO