



# U·S AIRWAYS

*Media Kit*



Together with its US Airways Express partners, the airline serves approximately **80 million passengers** each year.

Hubs in Charlotte, Philadelphia, and Phoenix, and a focus city in Washington, D.C., at Ronald Reagan Washington National Airport.

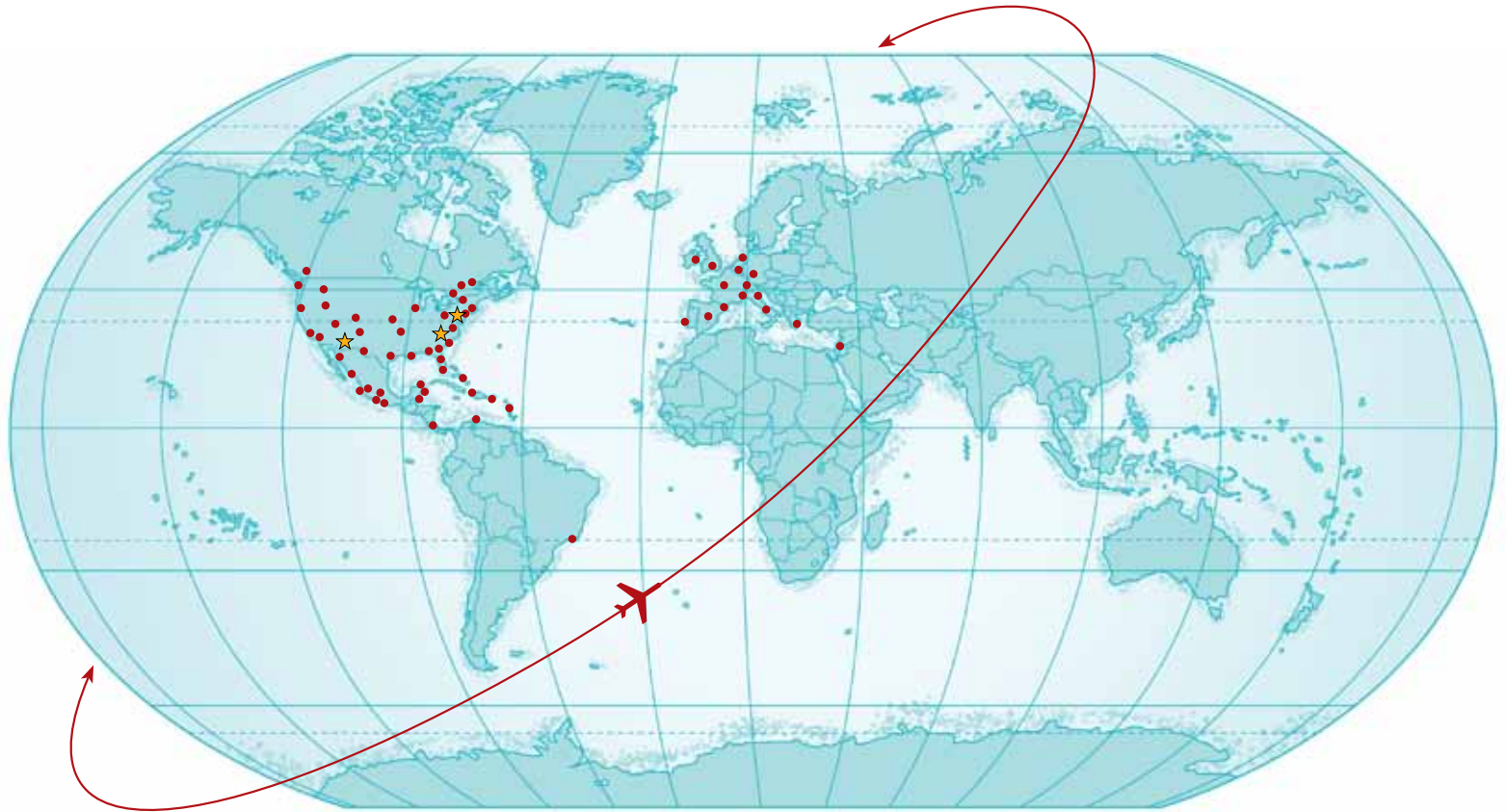


US Airways operates more than **3,200 flights per day** and **serves more than 200 communities** in the U.S., Canada, Mexico, Europe, the Middle East, the Caribbean, and Central and South America.

US Airways is a **Star Alliance network member**, offering its customers more than 21,000 daily flights to 1,185 airports in 185 countries.

\*Source: US Airways Group, Inc.





**KEY MARKETS**

Charlotte.....	15,595,332
Philadelphia.....	8,546,496
Phoenix.....	8,441,954
Washington.....	3,549,159
Pittsburgh.....	1,055,150

**US AIRWAYS TOP MARKETS**

Boston	Richmond
Buffalo	Roanoke
Charleston	Rochester
Dallas/Fort Worth	Santa Barbara
Houston-Intercontinental	Savannah
Jacksonville	St. Thomas, U.S. Virgin Islands
Las Vegas	Syracuse
Long Beach	Tallahassee
Long Island-MacArthur	Tampa
New York-LaGuardia	West Palm Beach, FL
Providence	



***East & West coast markets annually flying 61.8 million passengers***

**Eastern Power Corridor Business & Leisure**

**Markets:** New York City, Boston, Philadelphia, Pittsburgh, Charlotte, Washington, D.C.

**Western Power Corridor Business and Leisure Markets:**

Los Angeles, Las Vegas, Phoenix, San Diego

**INTERNATIONAL GETAWAY DESTINATIONS:**

Dublin, Madrid, Rome, Mexico City, Zurich, Brussels, London, Rio de Janeiro, Caribbean destinations



# US Airways Magazine Readers Are:

## TRAVELERS

- ★ **40.1%** travel for business
- ★ **47.5%** travel for leisure
- ★ **12.5%** travel for part business part leisure
  
- ★ **71.4%** have traveled on US Airways for any business round trip in the past year
- ★ **38.5%** have traveled 7+ business round trips in the past year
- ★ **93.2%** have traveled on US Airways for any leisure round trip in the past year
  
- ★ **58.9%** plan to travel on US Airways for business in the next 90 days
- ★ **96.8%** are college educated
- ★ **59.0%** have a house hold income of \$100,000+
- ★ **52.9%** are department heads or higher

## REAL ESTATE INVESTORS

- ★ **83.2%** own a home/primary residence
- ★ **49.3%** own a home with a value of \$300,000+
- ★ **35.0%** own a home with a value of \$400,000+
- ★ **23.5%** own a home with a value of \$500,000+
  
- ★ **36.4%** own a second property other than a home
- ★ **33.5%** own a second home
- ★ **26.2%** own a timeshare
- ★ **23.4%** own a condo/apartment/co-op
- ★ **19.4%** own a residential rental property

Source: US Airways Reader Demographic & Travel Survey (May 2011); U.S. Department of Transportation T100/Year 2010-Onboard Passengers-Diio ApgDat

Year 2010-Passengers ..... 76,698,444  
 Audience Per Issue .....3,048,763  
 Readers Per Copy.....9.6  
 Median Age ..... 52.4  
 Median Household Income (HHI)..... \$120,719

Demographics	Comp %
Men	60.1%
Women	39.9%
Married	63.0%
Single	37.0%

Age	Comp %
Age 25-54	51.5%
Age 35-54	43.8%

Education	Comp %
College Educated	96.8%
Graduated College Plus	78.9%
Post-Graduate Degree	40.8%

Employment	Comp %
Employed Full Time	78.7%
C-Level Officer/ Owner-Partner	10.9%
Senior Vice President/ Vice President	8.1%
Director	11.6%
Manager	22.3%
Consultant	8.3%

Affluence	Comp %
HHI \$100,000+	59.0%
HHI \$150,000+	34.2%
HHI \$200,000+	18.7%

Source: US Airways Reader Demographic & Travel Survey (May 2011); U.S. Department of Transportation T100/Year 2010-Onboard Passengers-Diio ApgDat



# Sponsored Monthly Edit

**Keys to the City** A comprehensive feature focused on an area's leisure travel and business assets providing a distinctive way to showcase the combination of culture, business and lifestyle that make your destination an unmatched place in which to live, work and play. Feature ranges from 12 - 32 pages. Reduced advertising rates offered to community partners.

**Destination 48** An itinerary-driven feature that outlines the perfect weekend (or 2 day) itinerary. Opportunity to tie-in a sweepstakes to "Win this itinerary" with US Airways providing the airfare.

**Celebrate Arts. Culture. Entertainment.** A unique way for strong arts communities to share their vision, implement their mission, and engage the community — locally, nationally, and internationally.

**Culinary Explorations** An exploration in culinary tourism and enhancing the destination experience. Focus on dining and relaxing in the destination. Examples include Wine & Dine, Pub Crawls, Scottish Whisky Trail, and Moonshine.

**Chef's Tell** Connect readers with your destination's "Culinary Insiders." A one-on-one interview with local chefs including signature dish recipes. Features one or several area restaurants and tell the personal story from the chef's point of view, including a signature dish recipe.

**University Spotlight** In-depth editorial coverage of public or private institutions.



## Deadlines

### January

CLOSING: 11/1  
MATERIALS: 11/8

### February

CLOSING: 12/1  
MATERIALS: 12/8

### March

CLOSING: 1/3  
MATERIALS: 1/9

### April

CLOSING: 2/1  
MATERIALS: 2/8

### May

CLOSING: 3/1  
MATERIALS: 3/8

### June

CLOSING: 4/2  
MATERIALS: 4/9

### July

CLOSING: 5/1  
MATERIALS: 5/8

### August

CLOSING: 6/1  
MATERIALS: 6/8

### September

CLOSING: 7/2  
MATERIALS: 7/9

### October

CLOSING: 8/1  
MATERIALS: 8/8

### November

CLOSING: 8/31  
MATERIALS: 9/7

### December

CLOSING: 10/1  
MATERIALS: 10/8



# Special Sections Calendar

## Sponsored Promotional Sections

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### **JANUARY**

Arizona Cactus League  
Spring Skiing  
Best of Health

CLOSING: NOVEMBER 14  
MATERIALS: NOVEMBER 17

### **FEBRUARY**

Golf Academy  
High End Real Estate  
America's Best Hospitals

CLOSING: DECEMBER 13  
MATERIALS: DECEMBER 19

### **MARCH**

US Airways Wine Cellar  
Atlantic Coast Conference

CLOSING: JANUARY 13  
MATERIALS: JANUARY 19

### **APRIL**

Food and Wine Festivals  
Executive Education  
Best of Health

CLOSING: FEBRUARY 13  
MATERIALS: FEBRUARY 17

### **MAY**

America's Best College  
Prep Schools

Cocktails & Dreams

CLOSING: MARCH 13  
MATERIALS: MARCH 19

### **JUNE**

America's Best Microbrews  
Urban Living  
Best of Health

CLOSING: APRIL 13  
MATERIALS: APRIL 18

### **JULY**

America's Best  
Research Hospitals  
Travel Products

CLOSING: MAY 15  
MATERIALS: MAY 21

### **AUGUST**

Atlantic Coast  
Conference Football  
Business Services

CLOSING: JUNE 13  
MATERIALS: JUNE 19

### **SEPTEMBER**

Southern Conference Football  
Dividend Miles Grand Slam

CLOSING: JULY 14  
MATERIALS: JULY 20

### **OCTOBER**

US Airways Vacation partners  
Breakthrough Pharmaceutical  
Companies  
Best of Health

CLOSING: AUGUST 16  
MATERIALS: AUGUST 20

### **NOVEMBER**

Ski Destinations  
Gift Guide  
Best of Health

CLOSING: SEPTEMBER 13  
MATERIALS: SEPTEMBER 19

### **DECEMBER**

Best Destinations for a  
Post Christmas Trip  
America's most unique  
retail Shops

CLOSING: OCTOBER 15  
MATERIALS: OCTOBER 19

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\*Ask about "Go Here. Get It." Our marketplace for independently owned restaurants, hotels, small businesses. Take an additional 10% off with the following code: USAir 1



# Advertising with us is Customized for you

## US AIRWAYS AND US AIRWAYS MAGAZINE

Generating ROI through  
customized programs that  
provide innovation and value.



CLUB ROOMS

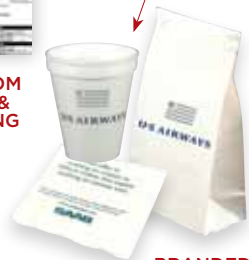
**U.S. AIRWAYS™  
DIVIDEND MILES**  
DIVIDEND MILES  
FOR YOUR CUSTOMERS



EMAIL BLASTS



USAIRWAYS.COM  
RUN OF SITE &  
GEO-TARGETING



BRANDED  
COLLATERAL



POWER-  
NAP SACK



INFLIGHT VIDEO



ONBOARD WI-FI



SNACK BOX  
SAMPLING/  
ADVERTISING



BOARDING  
PASSES



TRAY TABLES

**CUSTOM ADVERTISING PROGRAMS** → CONNECT features with content direction and messaging designed to build your brand

**INTEGRATED MARKETING** → usairways.com: banner ads, confirmation pages, e-blasts (geo-targeting available on some products) → Club promotions → Onboard: WI-FI, product sampling, tray tables, napkin, power-nap sacks



# US Airways Advertisers

## Airports

Charlotte-Douglas International  
Greenville Spartanburg  
International  
Orlando International Airport

## Automotive

Volvo

## Health & Medical Services

Arizona Breast Care Specialists  
East Carolina Heart Institute  
High Point Regional Health  
System  
Jefferson University Hospital  
Lankenau Medical Center  
Maine Medical Center  
Mayo Clinic  
MCG Health System  
Mount Sinai Medical Center  
Penn Medicine Center  
Smilow Cancer Hospital at  
Yale-New Haven  
University Of Pennsylvania  
Medical Center  
University Of Pittsburgh  
Medical Center  
University Of Virginia Health  
System  
Vanderbilt-Ingram Cancer  
Wake Forest University Baptist  
Medical Center  
Yale New Haven Hospital  
Nashville Health Center

## Colleges & Universities

Bob Jones University  
Broward College  
California State University Fresno  
Clemson University  
Dartmouth College  
East Carolina University  
Forsyth Technical Community  
College  
Furman University  
Greenville Technical College  
Guilford Technical Community  
College  
High Point University  
Laurel University  
Pitt Community College  
Salisbury University

Southern Maine Community  
College  
St Josephs College Of Maine  
University Of North Carolina  
University Of New England  
University Of New Orleans  
University Of South Carolina  
University Of Southern California  
University Of Virginia  
Wake Forest University  
Winthrop University

## Consumer

Big Green Egg  
Replacements Ltd.  
It's Just Lunch  
Lifelock  
Tempur-Pedic  
Gold Bond Ultimate

## Corporate

Disney Sponsorship  
GE General Electric Company

## Destinations & Tourism

Central Coast Golf Trail  
Charlotte Convention Center  
Charlotte Motor Speedway  
Charlotte Museum/History  
Cirque Du Soleil  
Colosseum At Caesars Palace  
Discovery Place  
Euphoria 2011 Event  
Graylyn Conference Center  
Monterey Bay Aquarium  
Pinehurst Resort  
Scottsdale Culinary Festival  
US National Whitewater Center  
Wells Fargo Cultural Campus  
Grand Canal Shoppes  
Tanger Outlet Centers  
Arizona Biltmore  
Burbank CA  
Scottsdale AZ

## Economic Development

Charlotte USA  
Farmville NC  
Guatemala  
Brazil  
International Press Services

Iskandar Malaysia  
Jefferson County WV  
Kentucky  
Lake James NC  
Osceola County FL  
Pitt County NC  
Charlotte NC  
Costa Rica  
Greece

## Fashion & Travel Accessories

Lana Marks  
American Tourister  
Delsey  
Samsonite

## Financial Products & Services

Duke Energy PremierNotes  
Griffin Financial  
ING Direct Bank Sharebuilder  
American Express  
Stevens & Lee Attorney  
Womble Carlyle/& RC Attorney

## Food & Beverage

Zagat Wine Club  
Titos Handmade  
Chateau Julien

## Leadership Development

Center For Creative Leadership  
Karrass Seminars Inc.  
North Carolina Governors  
Conference

## Management Consulting Services

A3 It Solutions  
Pinnacle Risk Services

## Non-Profit Organizations

American Red Cross  
Horatio Alger Association

## Resorts & Travel Accommodations

Aruba  
Bahamas  
Bally's Casino Hotels

Charleston Harbor  
Resort & Marina  
Charleston Place Hotel  
Chetola Resprt  
Courtyard By Marriott  
Fort Lauderdale FL  
Four Points Hotels  
Gaylord Opryland Nashville  
Grandover Resort &  
Conference Center  
Hampton Inn Hotels  
Hermosa Inn  
Hilton Hotels  
Hyatt Regency Hotels  
Kessler Collection Hotels  
Kiawah Island Golf Resort  
Kimpton Hotels  
Loews Hotels  
Marriott Hotels  
Monterey Plaza Hotel & Spa  
Primland Resort  
Sheraton Hotels  
Stratosphere Hotel  
Ventana Inn & Spa  
Westin Hotels  
Windsor Court Hotel  
Wynn Las Vegas Resort

## Sports & Recreation

Wyndham Championship  
RBC Heritage Classic  
Atlantic Coast Conference  
Charlotte Bobcats  
World Equestrian Games  
Keeneland  
PGA Championship

## Technology

3M  
Carbonite Backup Software  
Sage  
Panasonic Toughbook  
Synnex  
Amazon Kindle  
Bose QuietComfort  
GoToMeeting.com  
GoToMyPC Services  
Sunny.org  
Verizon Wireless



# 2012 RATES & SPECS

## RATES

Four Color	1X	3X	6X	9X	12X
Full page	\$21,632	\$20,544	\$19,472	\$18,920	\$18,384
2/3 page	\$16,224	\$15,408	\$14,600	\$14,200	\$13,784
1/2 page	\$12,976	\$12,336	\$11,680	\$11,360	\$11,032
1/3 page	\$9,736	\$9,240	\$8,760	\$8,512	\$8,272
1/6 page	\$6,048	\$5,752	\$5,448	\$5,296	\$5,152
Spread	\$41,088	\$38,944	\$37,840	\$36,768	\$35,472

Covers	1X	3X	6X	9X	12X
2	\$26,392	\$25,064	\$23,752	\$23,080	\$22,432
3	\$25,312	\$24,040	\$22,784	\$22,136	\$21,512
4	\$27,472	\$26,088	\$24,728	\$24,032	\$23,344

### PRODUCTION CHARGES:

(non-commissionable)

**Split Runs:** 50/50 split

(each split): \$1,750

**Perfect Split:** (each split): \$2,100

**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. 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.

## DEADLINES

Issue	Space	Materials
January	11/14	<b>11/17</b>
February	12/13	<b>12/19</b>
March	1/13	<b>1/19</b>
April	2/13	<b>2/17</b>
May	3/13	<b>3/19</b>
June	4/13	<b>4/18</b>
July	5/15	<b>5/21</b>
August	6/13	<b>6/19</b>
September	7/14	<b>7/20</b>
October	8/16	<b>8/20</b>
November	9/13	<b>9/19</b>
December	10/15	<b>10/19</b>

### Space Reservation:

45 days prior to issue date.

### Covers:

Covers close 90 days prior to space close and are not cancellable.

**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.

## ORDERS

Advertising Services Manager

US Airways Magazine

1301 Carolina Street

Greensboro, NC 27401

336-383-5806

Fax: 336-383-5816

[advertising@usairwaysmag.com](mailto:advertising@usairwaysmag.com)

## MATERIALS

US Airways Magazine

Production

1301 Carolina Street

Greensboro, NC 27401

336-383-5477

Fax: 336-378-8269



## CONTACT US:

ASSOCIATE PUBLISHER/ NATIONAL ACCOUNTS EAST: Layne Straka | 336.383.5701 • SOUTHEAST/S. CALIFORNIA: Kelley Mickler | 336.633.9227

SOUTH CENTRAL/MOUNTAIN WEST: Chris Denby | 336.383.5584 • LAS VEGAS: Carol Kahn | 336.339.4709 • TEXAS & OKLAHOMA: Sybil Stokes | 336.383.5586

MID-ATLANTIC/MIDWEST/ARIZONA/ N. CALIFORNIA/CARIBBEAN: Heather Buchman | 336.255.0195

**US Airways Magazine** 1301 Carolina Street Greensboro, NC 27401 tel 336.383.5806 fax 336.383.5816 [usairwaysmag.com](http://usairwaysmag.com)

# SPECS

## Bleed

Size	Trim	Bleed	Live Area
Full Page	7.5" x 10.5"	7.75" x 10.75"	7" x 10"
2/3 Page Vertical	4.875" x 10.5"	5.125" x 10.75"	4.375" x 10"
1/2 Page Vertical	4.875" x 7.625"	5.125" x 7.875"	4.375" x 7.125"
1/2 Page Horizontal	7.5" x 5.125"	7.75" x 5.375"	7" x 4.625"
1/3 Page Vertical	2.5" x 10.5"	2.75" x 10.75"	2" x 10"
1/3 Page Horizontal	—	—	—
1/6 Page Vertical	—	—	—
Spread	Create as 2 single pages		

For **Bleed ads**, create page layout document to trim size, then pull 0.125" bleed on all four sides to fulfill bleed dimensions. Critical design and type elements must stay within the live area.

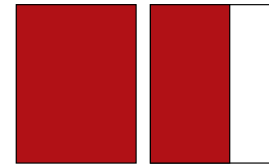
For **Non-Bleed ads**, create page layout document to non-bleed size.

## Non-Bleed

Non-Bleed
7.0" x 10.0"
4.625" x 10.0"
4.625" x 7.375"
7.0" x 4.875"
2.25" x 10.0"
4.625" x 4.875"
2.25" x 4.875"

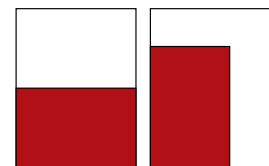


SPREAD



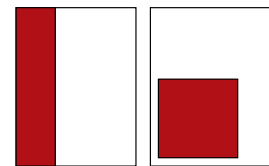
FULL

2/3 PAGE  
(VERTICAL ONLY)



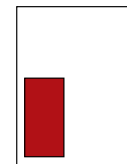
1/2 PAGE  
(HORIZONTAL)

1/2 PAGE  
(VERTICAL)



1/3 PAGE  
(VERTICAL)

1/3 PAGE  
(SQUARE)



1/6 PAGE  
(VERTICAL ONLY)

## DIGITAL ADVERTISING MATERIAL REQUIREMENTS

**Materials:** CD or DVD with a contract proof or electronically submitted via the Internet Gateway. Instructions for the Internet Gateway are available at [www.usairwaysmag.com](http://www.usairwaysmag.com). 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. Call or e-mail Greg Onder at 336.383.5477/[greg.onder@paceco.com](mailto:greg.onder@paceco.com) if you would like the custom setting.

**Other File 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 these rules:**

1. Crop and registration marks, if included, should be offset so that they are outside of the bleed. Use .167" or 12pt offset. This only applies to pdfs.
2. Make sure all images are high resolution (300 ppi) 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.

3. Convert all spot colors to 4-color process (CMYK).
4. Maximum ink density is 300.

5. For spread ads, keep all copy and important art at least .25" away from the gutter on each side. Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed.

**Contract 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 should be included on the proof, but is not necessary in the digital file. Go to [www.swop.org](http://www.swop.org) for more information.

**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's standard rates.

## 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 cancelable. 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 *US AIRWAYS MAGAZINE* 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