U·S AIRWAYS

usairwaysmag.com

Magazine

2014 Ad Material Specifications
Printed via web offset and perfect bound

Materials: Materials should be submitted using our FTP site. Instructions may be on page 2 of this document. If it is not please go to http://www.usairwaysmag.com/contact/. If supplying native files please include a PDF, which will be used as a content only proof. If submitting via courier a CD or DVD is acceptable. Please include a color laser at 100% scale or a contract proof. Media will not be returned.

Proofs: A contract proof is recommended, but not required. Only SWOP proofs produced on a Idealliance certified system and following their guidelines will be accepted for matching color on press. We ask for SWOP5 certification on body pages and GRACoL certification on cover pages. Go to www.idealliance.org/certifications for more information.

Preferred File: PDF created using the PDF/x-1a:2001 standard 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 adhere to the following rules.
1. Crop and registration marks, if included, should be offset so that they are outside of the bleed. Use .167" or 12 pt. offset. This only applies to PDF files.
2. Convert all spot colors to 4 color process(CMYK)
3. Our maximum Total Area Coverage(TAC) or ink density is 300.
4. For spread ads, keep all copy and important art at least .25" away from the gutter on each side.
5. Make sure that all images are high resolution(300 ppi) and are in CMYK color mode. Note that enlarging an image with a resolution of 300 ppi over 125% in the page layout file will lower the resolution to the point that image quality degradation may be noticeable when printed.

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

Size	*Trim*	*Bleed*	*Live Area*
Full Page	7.5" x 10.5"	7.75" x 10.75"	7" x 10"
Spread	15" x 10.5	15.25" x 10.75"	7" x 10" per side
2/3 Vertical	4.875" x 10.5"	5.125" x 10.75"	4.375" x 10"
1/2 Vertical	4.875" x 7.625"	5.125" x 7.875"	4.375" x 7.125"
1/2 Horizontal	7.5" x 5.125"	7.75" x 5.375"	7" x 4.625"
1/3 Vertical	2.5" x 10.5"	2.75" x 10.75	2" x 10"

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

Size	
Full Page	7" x 10"
Spread	create as 2 single pages
2/3 Vertical	4.625" x 10"
1/2 Vertical	4.625" x 7.375"
1/2 Horizontal	7" x 4.875"
1/3 Vertical	2.25" x 10"
1/3 Horizontal	4.625" x 4.875"
1/6 Vertical	2.25" x 4.875"

Due Dates		
Jan 11/20	Feb 12/19	Mar 1/20
Apr 2/17	May 3/19	Jun 4/17
Jul 5/21	Aug 6/19	Sep 7/21
Oct 8/20	Nov 9/19	Dec 10/20

Contact information and shipping address:
Greg Onder
1301 Carolina Street
Greensboro, NC 27401
greg.onder@paceco.com
336.383.5477

11/2013 GO

US Airways magazine upload instruction sheet

1. https://pacefts.paceco.com
   Username - us airways user
   Password - Pace1301usa
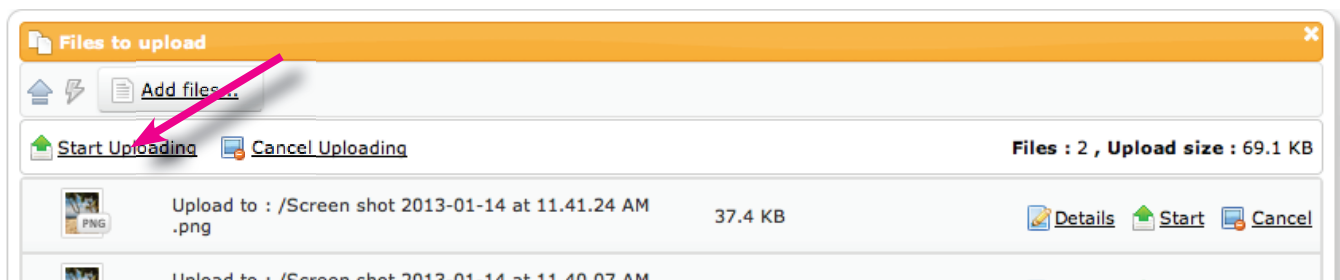
2. Add File(s). a) Select the "Add Files..." button.
   b) Command select on a Mac to select multiple files for upload(Control select on PC)
   c) Select "Choose".
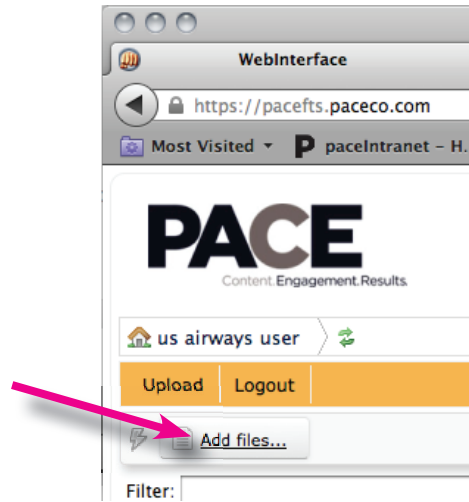
3. Fill out the Upload Details window. Filling out all fields is required except for the "Additional Information" field. Select OK.

4. Select "Start Uploading".

5. Log out once upload is complete.

Insert Specifications 2014

When sending furnished inserts to our printer, the following information **must** be included:
1.   Name of publication
2.   Issue date
3.   Gross weight (tare and net combined weights)
4.   Tare weights-per carton & skid (all packaging materials)
5.   Net weight (product weight)
6.   Quantity
7.   Key number (if any)
8.   Number of skids and cartons
9.   Quad/Graphics job number(see below)
If the above steps are followed our printer can notify you if a shortage is discovered.

Additionally, do NOT mix issues on the same pallet. All pallets should be: securely banded or shrink-wrapped to prevent shifting or damage in transit, 4 way entry, 40" wide x 48" long, maximum height of 48", and maximum weight of 2,000 lbs.

All shipments should be sent **pre-paid** to:
Quad/Graphics
1900 West Sumner Street
Hartford, WI 53027
Attn: Dana Boyle, 262.673.1477
US AIRWAYS magazine/Issue Date/Quad job number

In addition, 3 samples of the insert must be sent to arrive prior to binding to the Production department at Pace Communications, 1301 Carolina St. Greensboro, NC 27401.

Insert Specifications, US AIRWAYS magazine: perfect bound, trim size of 7-1/2" X 10-1/2"
1.   Full size insert, maximum delivered size is 7-3/4" X 10-3/4", includes all trim & bleed.
2.   Head trim is 1/8"
3.   Face trim is 1/8"
4.   Foot trim is 1/8"
5.   Gutter grind off is 1/8"
6.   If card is perforated, keep perforation 1/2" from untrimmed gutter edge
7.   Inserts jog to the head.
8.   Minimum size/smallest insert card that we can bind easily is 5-1/2" X 3-3/4"
9.   2 page insert minimum stock is 70#, maximum is 130#
10.   4 page or more minimum stock is 50#, maximum is 100#
11.   Keep live matter 1/4" from all edges of publication trim size (live area is 7" X 10")
        No more than one issue should be shipped at the same time.   Any variation of the above are subject to storage charges to advertiser.
12.   Quantity required is **322,000**

Supplied inserts are generally due at the printer on the 1st of the month prior to the issue date. For example, inserts for the February issue are due to the printer January 1st. Please contact your sales rep for specific due dates.

Quad/Graphics job numbers

January 2014 issue - B303V60	May 2014 issue - B4065X0	September 2014 issue - B406610
February 2014 issue - B4065U0	June 2014 issue - B4065Y0	October 2014 issue - B406620
March 2014 issue - B4065V0	July 2014 issue - B406600	November 2014 issue - B406650
April 2014 issue - B4065W0	August 2014 issue - B406660	December 2014issue - B406630
		January 2015 issue - B406640