



# U·S AIRWAYS

THE MAGAZINE THAT CONNECTS YOU

## 2010 Ad Material Specifications

Printed via web offset and perfect bound

**Materials:** 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.

If submitting materials electronically they should be submitted using the Internet Gateway. Instructions are available at <http://www.usairwaysmag.com/contact/>. If supplying native files please include a pdf which will be used as a content only proof.

**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. Go to [www.swop.org](http://www.swop.org) 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 12pt offset. This only applies to pdfs.
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 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.

| <i>Size</i>    | <i>Trim</i>              | <i>Bleed</i>    | <i>Live Area</i> |
|----------------|--------------------------|-----------------|------------------|
| Full Page      | 7.5" x 10.5"             | 7.75" x 10.75"  | 7" x 10"         |
| Spread         | Create as 2 single pages |                 |                  |
| 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.

| <i>Size</i>    | <i>Trim</i>              |
|----------------|--------------------------|
| 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 11/25 | Feb 12/23 | Mar 1/25  |
| Apr 2/25  | May 3/25  | Jun 4/16  |
| Jul 5/20  | Aug 6/18  | Sep 7/21  |
| Oct 8/19  | Nov 9/17  | Dec 10/20 |

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