

US AIRWAYS magazine

2007 Ad Material Specifications

Printed via web offset and is perfect bound.

<u>Size</u>	<u>Trim (inches)*</u>	<u>(millimeter)</u>	<u>Live/Non-Bleed(inches)**</u>	<u>(millimeter)</u>
Full Page	8.0" x 10.50"	(203.2 x 266.7)	7.0" x 9.625"	(177.8 x 244.5)
2/3 Page Vertical	5.187" x 10.50"	(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 10.50"	(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 10.50"	(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 .125" bleed on all four sides. Critical design and type elements must stay within the Live/Non-Bleed dimension.

** For **Non-Bleed 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 .25" safety at gutter of each page for design and type running across gutter. Indicate trim on furnished proof.

Digital Advertising 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.

Software Supported: Macintosh Platform; QuarkXPress, Indesign, Illustrator, Freehand, Acrobat, and PhotoShop.

Acceptable Files: Please furnish native format files. PDFs are also acceptable, but not preferred. Contact the production manager at the number below for PDF specifications. When supplying native files, include all fonts, and high resolution images. Use Postscript and Opentype fonts only. Truetype or PC 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 ink density of 300. Use imported high resolution images at actual (100%) size. Enlarging images will reduce their resolution possibly rendering the image unacceptable.

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 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.

2007 Ad Material Due Dates					
January	11/21	May	3/24	September	7/25
February	12/22	June	4/25	October	8/24
March	1/23	July	5/25	November	9/25
April	2/23	August	6/22	December	10/25

Ship Materials Pre-paid to:

US Airways Magazine
Attn: Gregory Onder
1301 Carolina Street
Greensboro, NC 27401 USA
(336) 378-6065