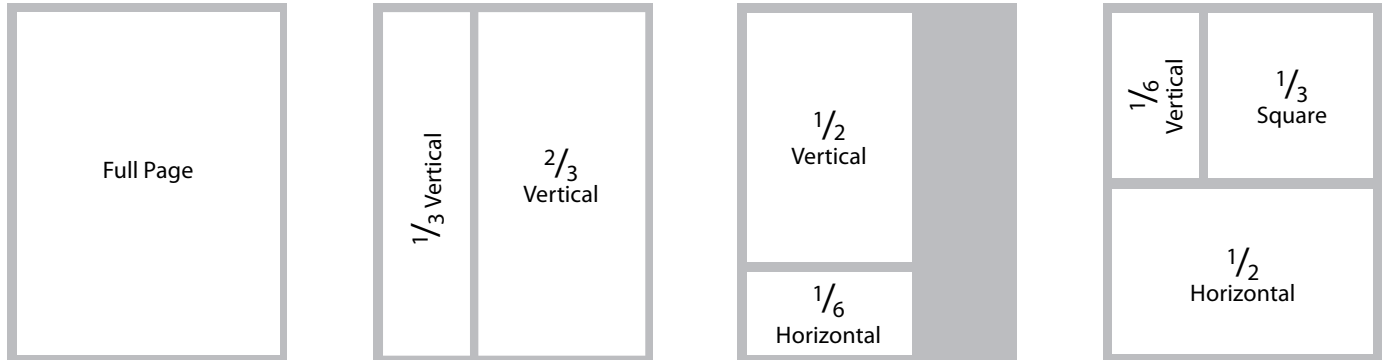


AD FORMATS



AD DIMENSIONS SIZE

	WIDTH	DEPTH
Spread bleed	17 ^{-1/4} "	11 ^{-3/8} "
non-bleed	15 ^{-3/4} "	9 ^{-7/8} "
1/2-page spread bleed	17 ^{-1/4} "	5 ^{-7/16} "
non-bleed	15 ^{-3/4} "	4 ^{-13/16} "
Full-page bleed	8 ^{-7/8} "	11 ^{-3/8} "
trim size	8 ^{-3/8} "	10 ^{-7/8} "
non-bleed	7 ^{-5/16} "	9 ^{-7/8} "
2/3-vertical	4 ^{-13/16} "	9 ^{-7/8} "
1/2-vertical	4 ^{-13/16} "	7 ^{-5/16} "
1/2-horizontal	7 ^{-5/16} "	4 ^{-13/16} "
1/3-vertical	2 ^{-5/16} "	9 ^{-7/8} "
1/3-square	4 ^{-13/16} "	4 ^{-13/16} "
1/6-vertical	2 ^{-5/16} "	4 ^{-13/16} "
1/6-horizontal	4 ^{-13/16} "	2 ^{-5/16} "

SUBMISSION REQUIREMENTS

Printing: Heat-set web offset **Trim:** 8^{-3/8}" x 10^{-7/8}"

Binding: Alaska Airlines: Perfect Horizon Air: Saddle-stitch

Color: 4-color process (AAAA/MPA/SWOP)

Publication Trim and Bleed Specifications: On bleed ads keep live-matter 5/16" from trim.

1 Page Trim: 8^{-3/8}" x 10^{-7/8}" — Bleed: 8^{-7/8}" x 11^{-3/8}"

Spread trim: 16^{-3/4}" x 10^{-7/8}" — Bleed: 17^{-1/4}" x 11^{-3/8}"

1/2 Page Spread Trim: 16^{-3/4}" x 5^{-1/16}" — Bleed: 17^{-1/4}" x 5^{-7/16}"

Line Screen: 133-line screen. Dot size 5% to 95%.

Density: Overall printing density of all colors cannot exceed 300%.

PDF files: Ads should be submitted as press-ready PDF files (PDF-X-1a preferred). Please embed all fonts, and convert all photos and spot colors to CMYK. On bleed ads include crop marks offset to 1/4" outside of the trim area.

Graphics and Photos: Include all high-resolution digital photo scan and graphics files (at a resolution of 300 dpi or higher at the size which they will be used). Save graphics files as EPS or TIFF files. Save color photos in CMYK format.

Native Files: Ads may also be submitted as native files using recent versions of InDesign, Illustrator, FreeHand and PhotoShop. Include all screen fonts and high-resolution graphics files.

Proofs: A SWOP-standards contract proof of the final file is required for color matches on press. Output proof at 100%, showing crop and bleed marks. Publisher will not accept responsibility for color reproduction if the client-supplied proof does not meet SWOP specifications.

FTP Transfers: Connect to the following Web-based site using current Internet Explorer, Safari or Firefox browsers.

Site: www.pcg4.biz **User name:** upload **Password:** inflight

Please Note: To avoid additional charges, ads must be supplied in sizes and formats specified. Alterations or additional preparation of artwork or proof changes will be billed separately.

PMS/Spot Colors: PMS or spot colors should be converted to 4-color process equivalents in file.

Production Charges: Changes in new and existing ads will be subject to additional production charges billed to the customer. Production charges are in addition to space rate.

In-House Ad Production: Paradigm Communications Group offers creative design and complete ad-production services at competitive prices. Ask your account executive or contact us directly for an estimate. Production costs are non-commissionable.

2009/2010 DEADLINES

ISSUE	AD CLOSE/ PRODUCTION COPY DUE	AD MATERIALS DUE
October	Aug 14, '09	Aug 21, '09
November	Sep 15	Sep 22
December	Oct 15	Oct 22
January 2010	Nov 13	Nov 20
February	Dec 15	Dec 22
March	Jan 15, '10	Jan 22, '10
April	Feb 16	Feb 22
May	Mar 15	Mar 22
June	Apr 15	Apr 22
July	May 14	May 21
August	Jun 15	Jun 22
September	Jul 15	Jul 22
October	Aug 13	Aug 20
November	Sep 15	Sep 22
December	Oct 15	Oct 22
January 2011	Nov 15	Nov 22
February	Dec 15	Dec 22
March	Jan 14, '11	Jan 21, '11
April	Feb 15	Feb 22

Advertising Production Department

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