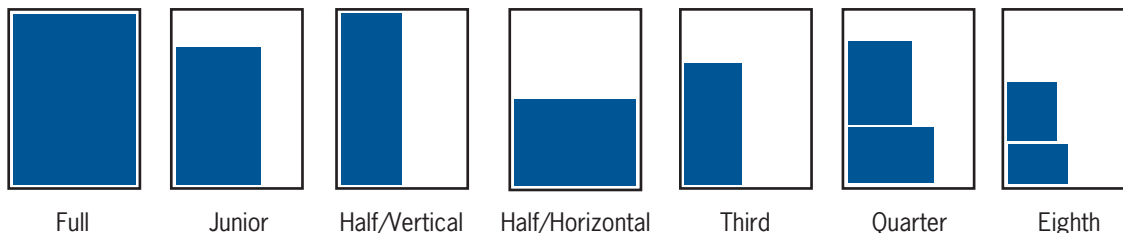


Mechanical specifications

Size of Ad

	Width (inches)	Depth (inches)	Width (mm)	Depth (mm)
Full tabloid page (non-bleed)	10"	12 ⁷ / ₈ "	254	328
Full tabloid page (bleed) (book trims to 10 ¹³ / ₁₆ " width x 13 ⁷ / ₈ " depth or 275mm x 352mm)	11 ¹ / ₁₆ "	14 ¹ / ₈ "	281	359
Full tabloid spread (bleeds across gutter)	22 ¹ / ₈ "	14 ¹ / ₈ "	563	359
Junior tabloid page	7 ¹³ / ₁₆ "	10 ³ / ₈ "	199	264
Junior tabloid spread (bleeds across gutter only)	15 ⁵ / ₈ "	10 ³ / ₈ "	398	264 (no trim)
Half page (vertical)	4 ⁷ / ₈ "	12 ¹ / ₂ "	124	318
Half page (horizontal)	10"	6 ¹ / ₂ "	254	165
Third page	4 ⁷ / ₈ "	9 ⁵ / ₁₆ "	124	237
Quarter page (vertical)	4 ⁷ / ₈ "	6 ³ / ₁₆ "	124	158
Quarter page (horizontal)	7 ³ / ₈ "	4 ⁷ / ₈ "	188	124
Eighth page (vertical)	2 ⁵ / ₁₆ "	6 ¹ / ₈ "	59	156
Eighth page (horizontal)	4 ⁷ / ₈ "	3 ¹ / ₁₆ "	124	78



Digital advertising specifications

PLATFORM: MACINTOSH

Software Specifications:

Quark Xpress 7 to 4.11, Adobe Photoshop CS3 to 7.0, Adobe Illustrator CS3 to 8.0, Adobe InDesign CS3 to CS.

All formats must include all fonts and image files.

Acceptable Media:

CD-ROM (CD-recordable).

Image Specifications:

- ▶ All image files should be set to 300dpi (recommended), minimum 266.
- ▶ Minimum 1200dpi for B/W line art.
- ▶ Image files must be Photoshop compatible, i.e., must open in Photoshop.
- ▶ All color image files must be set up to CMYK.
- ▶ Do not use jpeg encoding.
- ▶ All high-res files with clipping paths must be EPS format.
- ▶ Any advertisers sending DCS files should merge channels of 5-file DCS files into a composite high-res, then place the high-res file in the document.

Font Specifications:

- ▶ Digital advertisements must include all screen and printer (postscript) fonts.
- ▶ Use stylized fonts. Do not apply style attributes to basic fonts from within page layout software.

Proofs:

Kodak Approval, Imation Rainbow, Polaroid Polaproof, Dupont Waterproof, Kodak DCP 9000, Fuji Pictro Proof, Agfa Sherpa.

- Laserprints are not acceptable color proofs.
- AIN will not be responsible for reproduction problems or file corruptions associated with ads not accompanied by a proof.

Furnished Inserts: Earned B&W rate less 10% up to four pages;
Less 15% up to eight pages

Insertion order date: 30 days prior to each publication date

Materials due date: Three weeks prior to the publication date

Shipping Instructions

Send all correspondence including insertion orders and mechanicals to:

Publisher

Aviation International News
81 Kenosia Avenue
Danbury, CT 06810-7359, USA
Telephone +1 203 798 2400
Fax +1 203 798 2104
www.ainonline.com

Terms and Conditions

Payments due upon receipt of invoice. Invoices not paid within thirty days from date of invoice will incur an interest charge of 1% of the outstanding balance per month.

Cash Discount

2% if paid within 10 days.

Commission

15% of gross rate to recognized advertising agencies provided payment is made within 30 days of date of invoice.

Contract Year

Advertising must be inserted within one year of first insertion to earn frequency discounts. Cancellation of any portion of contract nullifies all rate protection for the remainder.

Positioning

All advertising positioning clauses are treated as requests.

Contact us at adsales@ainonline.com or +1 203 798 2400.