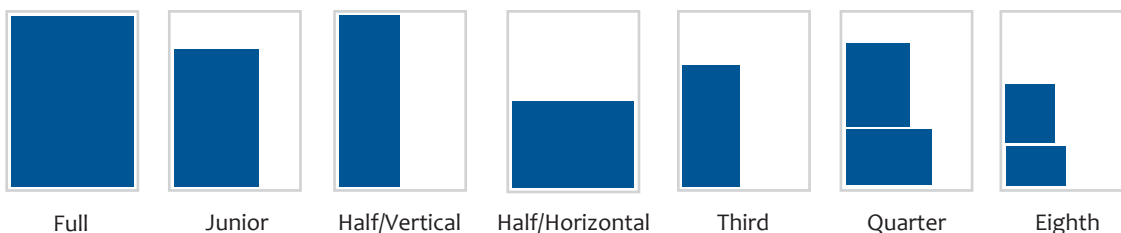


# Mechanical Specifications

## Size of Ad

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



# Digital Advertising Specifications

## PLATFORM: MACINTOSH

### Software Specifications:

Quark Xpress 7.0 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](http://www.ainonline.com)

## Terms and Conditions

Payments due upon receipt of invoice. Invoices not paid within 30 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](mailto:adsales@ainonline.com) or +1 203 798 2400.