

## Air Transport Observer Materials

**Digital Specifications:** For complete digital specifications contact Melissa Menelly at [melissa\\_menelly@aviationweek.com](mailto:melissa_menelly@aviationweek.com).

Translation from English to Russian with standard typesetting and new text file made by *Air Transport Observer* magazine available at no additional charge, upon request.

All advertising copy to be translated into Russian that is integrated into the illustration/art must be supplied as a separate entity with positioning and exact color use indicated in a separate digital file or color proof (digital material) or separate overlay (film). Final material should not include English text to allow for Russian text positioning.

If text to be translated is reversed or overprinted on halftones or color panels, final material must be supplied in digital format.

For shipping instructions and questions regarding material specification, contact Melissa Menelly at [melissa\\_menelly@aviationweek.com](mailto:melissa_menelly@aviationweek.com).

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## Contact Us

Production:

*Air Transport Observer*

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### Air Transport Observer Ad Size

**Specifications for Web Offset Publications:** S.W.O.P for the New Millennium - Ninth Edition 2001.  
 Publication Trim Size: 7 3/4" x 10 1/2"; 197mm x 267mm

**Important: Vital advertising matter must be kept 1/2" (13mm) from the publication trim edge in saddle-stitched issues and 1/2" (13mm) from gutter (1/4" on each side).**

**Standard Unit Size in Inches/mm:** Space can be used only in the following forms. Advertisements exceeding size in any dimension are considered oversized.

**Specifications for Non-Bleed**

Space Unit	Vertical Width X Depth	Horizontal Width X Depth
1 pg.	7" x 9 3/4" 178mm x 248mm	—
2/3 pg.	4 9/16" x 9 3/4" 116mm x 248mm	—
1/2 pg.*	4 9/16" x 7 1/4" 116mm x 184mm	7" x 4 3/4" 178mm x 121mm
1/3 pg.	2 3/16" x 9 3/4" 55mm x 248mm	4 9/16" x 4 3/4" 116mm x 121mm
1/4 pg.**	3 3/8" x 4 3/4" 86mm x 121mm	—
1/6 pg.	2 3/16" x 4 3/4" 55mm x 121mm	4 9/16" x 2 1/4" 116mm x 57mm
1/9 pg.*	2 1/8" x 3" 54mm x 76mm	—

\*Two-column one-half page accepted on condition advertising can be placed on top, bottom or side of it.

\*\*Aerospace Products & Services (AP&S) only.

Specifications	Width X Depth
1/2 Page Spread Non-Bleed	394 x 132mm
1/2 Page Spread Bleed	402mm x 136mm
1 Page Bleed	8" x 10 3/4" 203mm x 273mm
1 Page Non-Bleed	6 11/16" x 9 7/16" 170mm x 240mm
2 Page Spread Trim	15 1/2" x 10 1/2" 394mm x 267mm
2 Spread Bleed*	15 3/4" x 10 3/4" 400mm x 273mm
2/3 Page (Vertical)	4 7/16" x 9 7/16" 112mm x 240mm
1/2 Page (Vertical)	3 3/8" x 9 7/16" 85mm x 240mm
1/2 Page (Horizontal)	6 11/16" x 4 1/2" 170mm x 114mm
1/3 Page (Vertical)	2 1/8" x 9 7/16" 54mm x 240mm
1/3 Page (Horizontal)	4 7/16" x 4 1/2" 112mm x 114mm
1/4 Page (Vertical)	3 3/8" x 4 1/2" 85mm x 114mm
1/4 Page (Horizontal)	6 11/16" x 2 1/8" 170mm x 54mm
1/6 Page (Vertical)	2 1/8" x 4 1/2" 54mm x 114mm

All live copy and/or illustrations must be at least 1/2" (13mm) from any trim or binding edge.  
 \* Spread Bleed = 1/8" (3mm) on all outside edges of publication trim.

**Width of Column:** 2 3/16"; 55mm

**Depth of Column:** 9 3/4"; 248mm

**Number of Columns to Page:** 3

**Total Agate Lines to Page:** 420

**Screen:** Up to 133-line screen

**Surprising:** Use a screen of not more than 30% density for the background where type is surprised.

**Density of Tones:** Sum percentage of tone values in two-color wet printing must not exceed 160%. Single screen should not have screened value less than 5% or greater than 90%. A required value over 90% should be made solid. Sum percentage of tone values in four-color printing must not exceed 300%.