

## Aviation Week &amp; Space Technology 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 in perfect-bound issues.

**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 for Bleed	Width X Depth
Single-page bleed	8" x 10 3/4" 203mm x 273mm
Spread bleed	15 3/4" x 10 3/4" 400mm x 273mm
2/3-page bleed	5 1/16" x 10 3/4" 128mm x 273mm
Gutter-bleed spread (each page)	7 3/8" x 9 3/4" 187mm x 248mm

**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:** 120-line screen for B&W; 133-line screen for four-color.

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

**Density of Tone:** 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%.

## Aviation Week &amp; Space Technology Digital Ad Materials

**Computer-to-Plate Printing****File Formats**

Preferred File Format — SWOP Recommended: TIFF/IT-P1 Other Accepted File Formats: PostScript, High Resolution PDF.

Do not submit Application Files and Native Files (Quark, Illustrator, Pagemaker, Photoshop, etc.) which by themselves are not predictable. Contract color proof must be furnished.

**Digital Specs**

- File to contain only 1 page or 1 spread
- Line screen: 133 lines per inch (54 lines per centimeter)
- Screen angles used unless otherwise requested on disk label: C-15%, M-45%, Y-90%, K-75%
- All required trapping should be done prior to creating the fill
- Color traps = .08mm/0.144 pt and black overprint set when necessary
- Include quality control patch (color bars) within maximum dimension of ad file
- All marks (trim, bleed, center) should be included in all colors
- Maximum dimensions including all additional identifiers (ie. Crop marks, sign-off slugs, color bars, agency/engraver logos) are as follows:
  - Single Page: 17"H x 11"W (432mmx280mm)
  - Spread: 12.5"Hx18"W (318mmx457mm)

**Publication Trim Size**

- 7 3/4" X 10 1/2" (197mm X 267mm)
- See Ad Size: Page X for bleed and standard unit sizes

**Mailing/Shipping Instructions - General**

All space contracts, insertion orders, advertising proofs, copy, and correspondence pertaining to advertising, printing and reproduction material should be sent to:

Attention: Advertising Production Department  
Aviation Week & Space Technology The McGraw-Hill Companies, Inc.  
Two Penn Plaza- 25th Floor New York, NY 10121-2298  
Tel: 202-904-3489  
Fax: 212-904-2930  
e-mail: [laura\\_hoffman@aviationweek.com](mailto:laura_hoffman@aviationweek.com)

All packages should be labeled with the date of the issue. For furnished Inserts, contact Production Department.

\*Miscellaneous surcharges will be at prevailing rates.

Aviation Week & Space Technology Print Materials

**Proofing:** For checking make-ready values, all digital files sent to *AW&ST* must include one of the following proofs in compliance with S.W.O.P. procedures: matchprints; cromalins or other proofs pulled on stock similar to publication's.

**Printing:** R-O-P forms are printed on high-speed rotary-web offset presses. Printing is wet on wet. Covers and special-publication printing forms are printed offset (wet). Color rotation black, blue, red, and yellow down last.

**Digital Specifications:** *Aviation Week & Space Technology* accepts only digital ad files. Follow normal deadlines of three weeks before issue date. All digital submissions must include contract proofs. Miscellaneous surcharges will be at prevailing rates.

**Furnished-Insert Specifications:** Check publication for mechanical specifications, quantity needed and shipping instructions.

**Binding:** Saddle-stitched. Some special issues are perfect bound.

**Paper Stock:** R-O-P Forms: 28-lb. offset coated.

**Premium-Stock Printing Forms:** 50-lb. offset coated.

**Cover Forms:** 70-lb. offset coated.

**Material Storage:** Materials will be stored by Publisher for 13 months and then destroyed, unless advised otherwise in writing by the advertiser or agency.

**Proofs:** Xerox or Dylux proofs of publication-set advertisements will be furnished upon request in time for approval, providing closing dates are met. Proofs of complete advertisements will not be sent.

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*Aviation Week & Space Technology* The McGraw-Hill Companies, Inc.  
Two Penn Plaza- 25th Floor New York, NY 10121-2298  
Tel: 212-914-3489  
Fax: 212-904-2930  
e-mail: [laura\\_hoffman@aviationweek.com](mailto:laura_hoffman@aviationweek.com)

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**CLOSING DATES**

Advertising material should be received 3 weeks prior to publication issue date.  
Please see *AW&ST* Editorial Calendar for issues and closing dates.

**GENERAL TERMS AND CONDITIONS**

For full terms and conditions, please refer to [General Terms and Conditions](#)

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**Contact Us**

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*Aviation Week & Space Technology*  
Two Penn Plaza- 25th Floor New York, NY 10121-2298  
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Fax: 212-904-2930  
e-mail: [laura\\_hoffman@aviationweek.com](mailto:laura_hoffman@aviationweek.com)