

## Business &amp; Commercial Aviation Ad Size

**Trim Size:** 8" X 10 3/4" (203mm x 273mm)

**Binding Method** - Perfect Bound

**Printing Method** - Web Offset Full Run

SWOP recommended standards apply.

Dimensions	Width X Depth
Full Page (Trim)	7" x 10" 178mm x 254mm
Full Page (Bleed)	8 1/4" x 11" 210mm x 279mm
2-Page Bleed Spread	16 1/4" x 11" 413mmx279mm
2-Page Non-Bleed Spread	15 1/4" x 10" 387mm x 254mm
2/3 Page Vertical	4 1/2" x 9 1/2" 114mm x 241mm
1/2 Page Horizontal	6 3/4" x 4 3/4" 171mm x 121mm
1/2 Page Island	4 1/2" x 7 1/2" 114mm x 191mm
1/3 Page Square	4 1/2" x 4 3/4" 114mm x 121mm
1/3 Page Vertical	2 1/8" x 9 1/2" 54mm x 241mm
1/6 Page Vertical	2 1/8" x 4 3/4" 54mm x 121mm
1/6 Page Horizontal	4 1/2" x 2 1/8" 114mm x 54mm

Hold all live matter 5/16" from trim on all sides

Rates applicable for A/C Flyer advertisements. 2/3 page not available in A/C Flyer Section.

#### Furnished Insert Specifications

Check publication for mechanical specifications, quantity needed and shipping instructions.

#### Outputting

B/CA is computer-to-plate. Please call Bill Halfpap, production manager B/CA, at +1 (202) 383-2433 for more information.

## Business & Commercial Aviation Digital Ad Materials

**Preferred File Format** - SWOP Recommended: Hi-resolution PDF, Other Accepted File Formats: TIFF/IT-P1, PostScript.

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

**Disk** - Macintosh compatible CD-ROM. Disks should contain all necessary fonts and supporting files for processing.

**Color Proof Required** - Disk must accompany one of the following color proofs: EPSON, Matchprint, Chromalin, Kodak Approval. Lasers, fierys, rainbows and color copies are not acceptable color proofs and can be followed for content only.

### 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 file
- Include quality control patch (color bars) within maximum dimension of ad file
- All marks (trim, bleed, center) should be included in all colors
- All advertising materials will be stored by publisher for 13 months from date of publication and then destroyed unless otherwise requested in writing.

---

## MAILING/CONTACT

### Materials and specifications:

*Business & Commercial Aviation*

Attn: Kevin Windrum, Production Manager

2 Penn Plaza, 25th Floor

New York, NY 10121

Tel: 212-904-5368

Fax: 212-904-2930

[kevin\\_windrum@aviationweek.com](mailto:kevin_windrum@aviationweek.com)

### General production and position requests:

*Business & Commercial Aviation*

Attn: Bill Halfpap

1200 G Street, NW, Suite 900

Washington, DC 20005

Tel: 202-383-2433

Fax: 202-383-2439

[william\\_halfpap@aviationweek.com](mailto:william_halfpap@aviationweek.com)