

## International Aviation Ad Size

Publication Trim Size: 8" x 10 3/4"; 203mm x 274mm

Screen: Up to 120-line screen

**Specifications**

Space Unit	Width x Depth
1 Page Bleed	8 1/4" x 11" 209mm x 280mm
1 Page Non-Bleed	7" x 9 1/2" 178mm x 241mm
2 Page Spread Trim	16" x 10 3/4" 406mm x 274mm
2 Page Spread Bleed*	16 1/4" x 11" 412mm x 280mm
2/3 Page (vertical)	4 3/8" x 9 1/2" 111mm x 241mm
1/2 Page (vertical)	3 3/8" x 9 1/2" 85mm x 241mm
1/2 Page (horizontal)	7" x 4 1/2" 178mm x 114mm
1/3 Page (vertical)	2 1/8" x 9 1/2" 54mm x 241mm
1/3 Page (horizontal)	4 3/8" x 4 1/2" 111mm x 114mm
1/4 Page (vertical)	3 3/8" x 4 1/2" 85mm x 114mm
1/4 Page (horizontal)	7" x 2 1/8" 178mm x 54mm
1/6 Page (vertical)	2 1/8" x 4 1/2" 54mm x 114mm

**Contact Us**

Production:

*International Aviation*

Melissa Menelly

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### International Aviation Materials

1. Digital Specifications: For complete digital specifications contact Melissa Menelly at [melissa\\_menelly@aviationweek.com](mailto:melissa_menelly@aviationweek.com)
2. Film specifications: Printed offset. Film: 120-line litho film, negatives, right reading, emulsion side down. Film must be in one piece with all line and tone copy in position and with register marks. Supply match print as color proof.
3. Chinese text should be set using simple Chinese characters only.
4. Translation from English to Chinese with standard typesetting and new text file made by International Aviation magazine available at no additional charge, upon request.
5. All advertising copy to be translated into Chinese that is integrated into the illustration/art must be supplied as a separate entity with positioning 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 Chinese text positioning.
6. For shipping instructions and questions regarding material specifications, contact Melissa Menelly at [melissa\\_menelly@aviationweek.com](mailto:melissa_menelly@aviationweek.com)

#### **Rush Shipments to Beijing**

For printing materials shipped directly to Beijing, avoid expense and delay with customs by marking packages: "Printing materials, no commercial value, not for resale." It is advisable to pre-pay with the air freight service all duty charges from film origin. Call publisher for address.

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