

Overhaul & Maintenance 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	7" x 2 3/8" 178mm x 60.5mm
1/6 pg.*	2 3/16" x 4 3/4" 55mm x 121mm	4 9/16" x 2 1/4" 116mm x 57mm

*O&Marketplace 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
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%.

Overhaul & Maintenance 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

Contact Us

Materials and specifications:

Overhaul & Maintenance

Attn: Kevin Windrum, Production Manager

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kevin_windrum@aviationweek.com

General production and position requests:

Overhaul & Maintenance

Attn: Susan Payton, Senior Production Editor

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spayton@aviationweek.com

Overhaul & Maintenance Print Materials

Proofing: For checking make-ready values, all digital files sent to *O&M* 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: *Overhaul & Maintenance* 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.

Paper Stock: ROP Forms: 36-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.

CLOSING DATES

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

GENERAL TERMS AND CONDITIONS

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