

ShowNews Materials**ShowNews is a saddle-stitched, gloss publication. Materials should be supplied as follows:**

- 1) All advertisements should be supplied on disk/CD as a high resolution print quality PDF file along with a color proof. Due to production constraints, we can not print PMS colors. Publisher will not accept quality responsibility when color key rather than progressive proofs is submitted.
- 2) A scanning/conversion charge will be applied to all ads submitted in film. This charge will vary from printer to printer but will be approximately US \$100. This process can effect the quality of the advertisement. Any production charges incurred for converting, resizing etc. will be charged back to the advertiser as advised at a cost of approximately \$100.
- 3) All advertisements must be delivered to the *ShowNews* office by the due date. In extreme circumstances an advertiser/agency will be given an extension to this date only after consultation and subsequent agreement. Late materials should ship directly to the printer only AFTER speaking with the *ShowNews* office.
- 4) If an advertisement is sent directly to the printer, you must advise the *ShowNews* office of the name of your advertiser's/agency's courier and the relevant tracking number of the package.
- 5) If an advertisement is a fractional ad, it is very important that the agreed dimensions accompany the advertisement in inches, and indicate which is the width and height.
- 6) Translations of ads are available. Contact the *ShowNews* office for availability and procedures.

Legal: Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions unless acknowledged by the publisher in writing. Guaranteed positioning available upon request, premium charges may apply. Bound Inserts may take precedence for Center Spread positioning.

Mailing / Contact**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 *ShowNews* Two Penn Plaza- 25th Floor New York, NY 10121-2298
Tel: 212-914-3489
Fax: 212-904-2930
e-mail: laura_hoffman@aviationweek.com

For furnished inserts, contact Production Department.

Production Contact:
Aviation Week & Space Technology
Two Penn Plaza- 25th Floor New York, NY 10121-2298
Tel: 212-904-3489
Fax: 212-904-2930
e-mail: laura_hoffman@aviationweek.com

ShowNews Ad Size

ShowNews Dimensions

Sizes for a 9 x 12 inch ShowNews publication based on a live area of 8 x 11 inches on the page:

Space Unit	Width X Depth
Full Page (Live Area)	8" x 11" 203mm x 279mm
Bleed Page	9 1/4" x 12 1/4" 235mm x 311mm
Trim To	9" x 12 " 228mm x 304mm
Spread Bleed	18 1/4" x 12 1/4" 464mm x 311mm
2/3 Page	5" x 10 1/2 " 127mm x 266mm
1/2 Horizontal	8" x 5 1/2" 203mm x 139mm
1/2 Horizontal Bleed	9 1/4" x 6 1/8" 235mm x 156mm
1/2 Island	5" x 8 1/4" 127mm x 210mm
1/3 Square	5" x 5 1/4" 127mm x 133mm
1/3 Vertical	2 3/8" x 10 1/2" 60mm x 266mm
1/6 Page	2 3/8" x 5 1/4" 60mm x 133mm

ShowNews Briefing Dimensions

Sizes for a 8 x 10 3/4 inch ShowNews Briefing publication based on a live area of 7 x 10 inches on the page:

Space Unit	Width X Depth
Full Page (Live Area)	7" x 10" 178mm x 254mm
Bleed Page	8 1/4" x 11" 210mm x 279mm
2-Page Bleed Spread	16 1/4" x 11" 413mm x 279mm
2-Page Non-Bleed Spread	15 1/4" x 10" 387mm x 254mm
Trim to	8" x 10 3/4 " 203mm x 273mm
2/3 Page	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 live matter 5/16" (8mm) from trim on all sides.	