

World Aerospace Database Print Ad Specifications

1. Full page ads. Document/file size should be 8-3/4" (222 mm) wide by 11-9/16" (293 mm) deep, in order to allow 3/16" (5mm) trim and bleed at the top, foredge, and backbone and 1/2" (13mm) trim bleed at the bottom. Any type should be at least 1/4" (7mm) inside the published trim size of 8-3/8" (212mm) wide x 10-7/8" (276mm) deep.
2. No reproduction material or files will be returned prior to the publication date. All reproduction materials not used for 12 months will be destroyed unless Publisher is advised otherwise.
3. Type corrections will be set in nearest match available. Special inks and production stocks, or fifth colors available upon request. Please contact the Production Department for details and a quote.

	Width X Depth
Trim Size (Final Published Size*)	8-3/8" x 10-7/8" 212mm x 276mm
Bleed Size	8-3/4" x 11-9/16" 222 x 293 mm
3/4 page vertical	5 1/2" x 9 1/2" 140mm x 241mm
3/4 page horizontal	7 5/16" x 7 1/8" 185 mm x 180mm
2/3 page vertical**	4 13/16" x 9 1/2" 122mm x 241mm
1/2 page vertical	3 5/8" x 9 1/2" 92mm x 241mm
1/2 page horizontal	7 5/16" x 4 3/4" 185mm x 120mm
1/2 page island**	4 1/2" x 7 1/2" 114mm x 190mm
1/3 page vertical**	2 5/16" x 9 1/2" 59mm x 241mm
1/3 page block**	4 13/16" x 4 13/16" 122mm x 122mm
1/4 page vertical	1 3/4" x 9 1/2" 44mm x 241mm
1/4 page horizontal	7 5/16" x 2 3/8" 185mm x 60mm
1/4 page block	3 5/8" x 4 3/4" 92mm x 120mm
1/8 page vertical	1 3/4" x 4 3/4" 44mm x 120mm
1" Strip (Buyer's Guide only)	7 5/16" x 1" 185mm x 25mm
3/4" Strips (Buyer's Guide & Company Index only)	7 5/16" x 3/4" 185mm x 19mm
Company Logos	1 3/4" x 1"

*All live copy and/or illustrations at least 1/4" from any trim or binding edge

**Only available for Special Reports

World Aerospace Database Online Advertising Specifications

Online Ad	Pixels Specifications
AviationWeek.Com Pages	
Banner	180 x 150 or text
WAD Home Page	180 x 150 or text
Search Results	180 x 150 or text
Search, Additional Results	180 x 150 or text
Search, Results (Ranking)	180 x 150 or text
WAD Widget	180 x 150 or text
AWIN Pages	
Banner	180 x 150 or text
Advanced Search, Fleet	180 x 150 or text
Advanced Search, Articles	180 x 150 or text
Advanced Search, WAD	180 x 150 or text
Data Products	180 x 150 or text
Banner	728 x 90
Banner	120 x 40
Search Results, Articles	120 x 40
Search Results, Org	120 x 40
Search Results, Fleet	120 x 40
Search Results (Ranking)	120 x 40
Search Results, Prod/Serv	120 x 40
Search Results, Programs	120 x 40

NOTE: All art must be in .gif format (under 39K)

Contact Us

World Aerospace Database

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World Aerospace Database 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.

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