

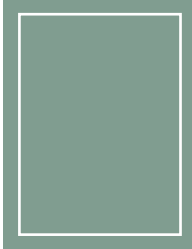


Madison Media
CORPORATION

American Airline's 1st Class Magazine - *Celebrated Living*
Digital Specifications for Ad Material

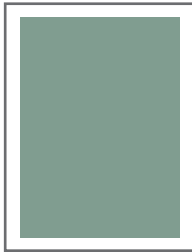
Full Page Bleed Ad

Bleed Size
8.25" x 10.75"
Trim Size
8" x 10.5"
Live Area
7.5" x 10"



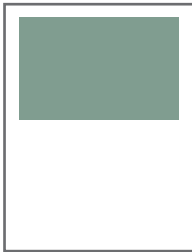
Full Page Non-Bleed Ad

Live Area
7" x 9.625"



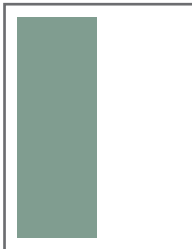
1/2 Page Non-Bleed Horizontal Ad

Live Area
7" x 4.6875"



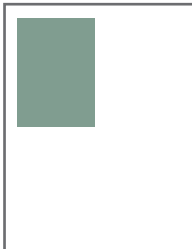
1/2 Page Non-Bleed Vertical Ad

Live Area
3.375" x 9.625"



1/4 Page Non-Bleed Ad

Live Area
3.375" x 4.6875"



Design Using Proper Dimensions:

Dimensions for all ads are listed to the left.

Advertiser accepts full responsibility if live area/safety is not respected. There is no extra charge for bleed ads.

Fractional Page Ads:

All fractional page ads are non-bleed and should be created to the exact sizes indicated.

If a very light or white background is used in your fractional page ad, please add a .5 (1/2 pt.) ruled box around the entire ad.

Submission Requirements:

- PDF-X1a format is required with resolution set to 2400 dpi.
- If outputting PDF from Quark Xpress, uncheck buttons in the Quark Color Management field.
- Convert all images to CMYK only. No RGB images should be used.
- Images should be 300 dpi. No low-res images should be used.
- All fonts and images should be embedded.
- Do not use crop or register marks.
- All RGB, PMS or spot colors must be converted to CMYK.
- Black areas must have a 50 percent cyan bed.

FTP Uploading Instructions:

FTP address: ftp://208.84.115.205

Username: madisonmedia-inflight

Password: artwork

Please place your ad material in the appropriate FTP folder and contact John Rissi: jrissi@MadisonMediaCorp.com to confirm that your artwork has been uploaded.

Questions:

Don Watkins

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Lawndale, NC 28090

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Email: dwatkins@MadisonMediaCorp.com

R.O.B.