

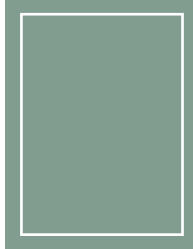


Madison Media
C O R P O R A T I O N

Air Canada - enRoute Magazine
Digital Specifications for Ad Material

Full Page Bleed Ad

Bleed Size
9.25" x 11.125"
Trim Size
9" x 10.875"
Live Area
8.5" x 10.375"



Design Using Proper Dimensions:

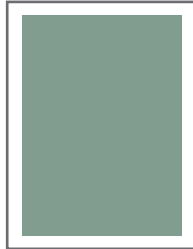
Dimensions for all ads are listed to the left.
Advertiser accepts full responsibility if live area/safety is not respected.
There is no extra charge for bleed ads.

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.

Full Page Non-Bleed Ad

Live Area
8.5" x 10.375"

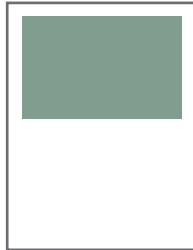


Submission Requirements:

- 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.

1/2 Page Non-Bleed Horiz Ad

Live Area
8.5" x 5.071"



FTP Uploading Instructions:

FTP address: ftp://208.84.115.205
Username: madisonmedia-inflight
Password: artwork

1/2 Page Non-Bleed Vert Ad

Live Area
4.132" x 10.374"



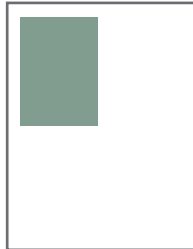
Please place your ad material in the appropriate FTP folder and contact John Rissi: jrissi@MadisonMediaCorp.com to confirm that your artwork has been uploaded.

Questions:

Don Watkins
323 Highway 18 South (across from Knob Creek Orchard)
Lawndale, NC 28090
Tel. 704-538-4111
Fax: 704-538-1887
Email: dwatkins@MadisonMediaCorp.com

1/4 Page Non-Bleed Ad

Live Area
4.132" x 5.071"



Insert