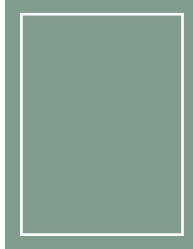


Digital Specifications Apply to All Magazines Listed Below:
*American Way, Southwest Spirit, Delta Sky, US Airways,
United Hemispheres, Continental, Northwest World Traveler*

Full Page Bleed Ad

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



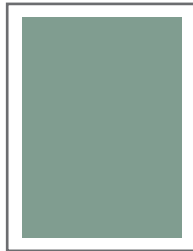
No coupon ads. No mention of airline name or any abbreviation that resembles the airline name in codes.

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.

Full Page Non-Bleed Ad

Live Area
7.375" x 10"



Fractional Page Ads:

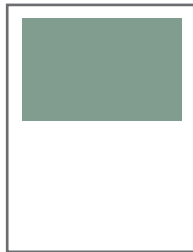
All fractional page ads are non-bleed and should be created to the exact sizes indicated.
If a very light or white background is used in your fractional page ad, please add a .5 (1/2 pt.) ruled box around the entire ad.

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.

1/2 Page Non-Bleed Horizontal Ad

Live Area
7.375" x 4.875"



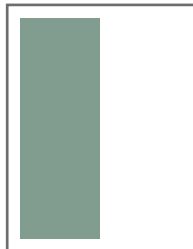
FTP Uploading Instructions:

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.

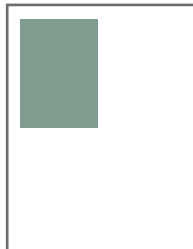
1/2 Page Non-Bleed Vertical Ad

Live Area
3.5625" x 10"



1/4 Page Non-Bleed Ad

Live Area
3.5625" x 4.875"



Questions:

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Lawndale, NC 28090
Tel. 704-538-4111
Fax: 704-538-1887
Email: dwatkins@MadisonMediaCorp.com

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