



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

**Alaska Airlines - Alaska**  
**Digital Specifications for Ad Material**

**Full Page Bleed Ad**

Bleed Size

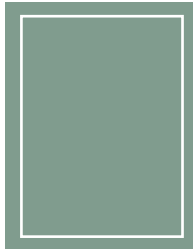
**8.625" x 11.125"**

Trim Size

**8.375" x 10.875"**

Live Area

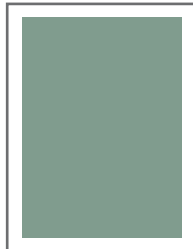
**7.75" x 10.25"**



**Full Page Non-Bleed Ad**

Live Area

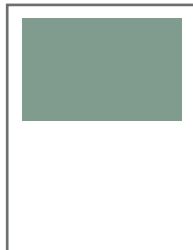
**7.75" x 10.25"**



**1/2 Page Non-Bleed  
Horizontal Ad**

Live Area

**7.75" x 5"**



**1/2 Page Non-Bleed  
Vertical Ad**

Live Area

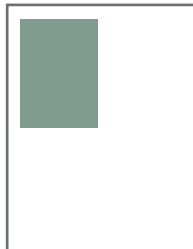
**3.75" x 10.25"**



**1/4 Non-Bleed Ad**

Live Area

**3.75" x 5"**



**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.
- If creating ad in Illustrator, all fonts should be embedded or converted to outlines or curves.
- 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](mailto: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 28090-8210

Tel. 704-538-4111

Fax: 704-538-1887

Email: [dwatkins@MadisonMediaCorp.com](mailto:dwatkins@MadisonMediaCorp.com)

ins