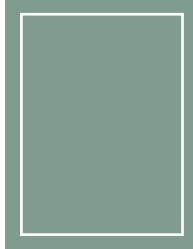




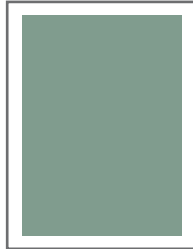
Full Page Bleed Ad

Bleed Size
8.25" x 10.75"
Trim Size
8" x 10.5"
Live Area
7" x 9.5"



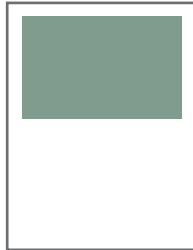
Full Page Non-Bleed Ad

Live Area
7" x 9.5"



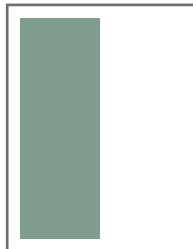
1/2 Page Non-Bleed Horizontal Ad

Live Area
7" x 4.625"



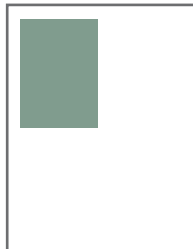
1/2 Page Non-Bleed Vertical Ad

Live Area
3.375" x 9.5"



1/4 Page Non-Bleed Ad

Live Area
3.375" x 4.625"



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 to confirm that your artwork has been uploaded.

Questions:

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Tel. 704-538-4111
Fax: 704-538-1887
Email: dwatkins@MadisonMediaCorp.com