



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

British Air - High Life Magazine
Digital Specifications for Ad Material

Full Page Bleed Ad

Bleed Size

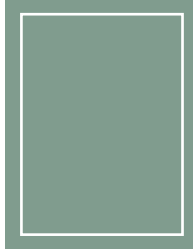
8.503" x 11.614"

Trim Size

8.267" x 11.377"

Live Area

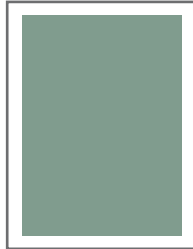
7.677" x 10.433"



Full Page Non-Bleed Ad

Live Area

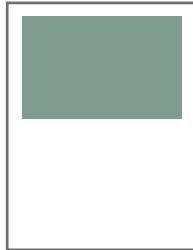
7.677" x 10.433"



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

Live Area

7.677" x 5.091"



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

Live Area

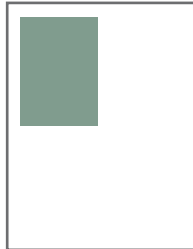
3.732" x 10.433"



1/4 Page Non-Bleed Ad

Live Area

3.732" x 5.091"



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:

Don Watkins

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