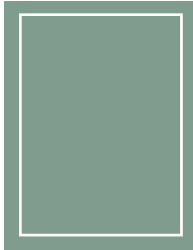




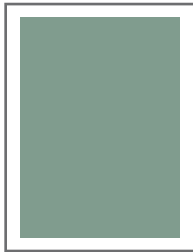
**Full Page Bleed Ad**

Bleed Size  
**8.75" x 11"**  
Trim Size  
**8.375" x 10.5"**  
Live Area  
**7.5" x 9.75"**



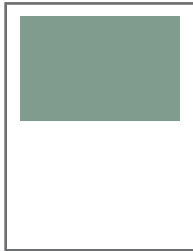
**Full Page Non-Bleed Ad**

Live Area  
**7.5" x 9.75"**



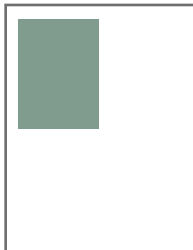
**1/2 Page Non-Bleed  
Horizontal Ad**

Live Area  
**7.5" x 4.875"**



**1/4 Page Non-Bleed Ad**

Live Area  
**3.625" x 4.875"**



**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:**

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Email: [d Watkins@MadisonMediaCorp.com](mailto:d Watkins@MadisonMediaCorp.com)