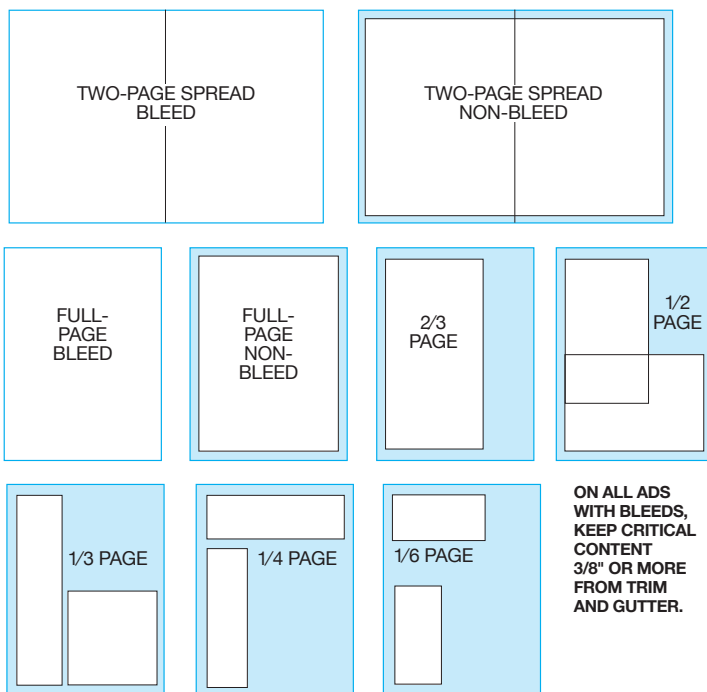


2017 print ad specs

Print

Sizes	Width	Height
Spread—With 1/8" bleed on all sides	16.25"	11.125"
Spread—Non-Bleed	15"	10"
Full Page—Non-Bleed	7"	10"
Full Page—With 1/8" bleed on all sides	8.25"	11.125"
2/3 Page	4.625"	10"
1/2 Page (V)	4.625"	7.375"
1/2 Page (H)	7"	4.875"
1/3 Page (V)	2.25"	10"
1/3 Page (S)	4.625"	4.875"
1/4 Page (H)	7"	2.375"
1/4 Page (V)	2.25"	7.375"
1/6 Page (H)	4.625"	2.375"
1/6 Page (V)	2.25"	4.875"

H = Horizontal, V = Vertical, S = Square



AD SPECS FOR PRINT:

PRINTING PROCESS:

Web Offset

BINDING PROCESS:

Perfect Bound:

*RC Car Action,
Model Airplane News
Rotor Drone*

Saddle Stitch:

Flight Journal, Die Cast X

REQUIRED AD MATERIAL:

File Info: 300 dpi PDF files created to PDF/X-1a settings strongly preferred

Ad Sizes: Please adhere to Air Age Media Ad Size requirements when building your ad files.

Fonts: All fonts must be embedded in the file.

Safety Area: On all ads with bleeds, keep critical content 3/8" or more from the trim and gutter.

Knockout type: You must make sure your font size and thickness is sufficient for type that is knocking out of image and colors.

Black type: Should always be set to 100K (100K, 40C for rich black) and set to overprint.

Coloration: All color data must be CMYK. The file should not contain any RGB, LAB, etc... Maximum combined density must not exceed 290%. Material should be prepared to SWOP (Specifications for Web Offset Publications) standards.

PROOFS:

If you provide a hard proof, it must be made to SWOP standards from an industry recognized proofing system. Laser printouts will be used to confirm content integrity only, and will not be accepted as proofs for color.

EMAIL:

Files up to 10MB can be emailed to production@airage.com (large files should be zipped).

AD FILE DUE DATES:

In order for Air Age to properly review ad file materials, it is important for our advertisers to adhere to Air Age Media's Ad Material Due Dates. Please contact Production@airage.com or your Air Age Media sales representative if you need a list of our Ad Closing and Due Dates.

FOR FTP INFORMATION CONTACT:

Production (203) 529-4604
production@airage.com



88 Danbury Road,
Wilton, CT 06897 USA
(203) 529-4637
advertising@airage.com