

Advertising Specifications

STEP 1 - Design using proper dimensions:

Publication is printed 150 line screen web-offset to SWOP spec with perfect binding. Trim size is 9" wide x 10.875" high. Advertiser accepts responsibility of risk if live area/safety is not respected.

STEP 2 - Prepare materials and proof to spec:

File prep basics:

- Advertiser is liable for meeting specs and accepts liability if specs are not met. We encourage advertisers to use prepress professionals and to verify quality of materials prior to shipment.
- Set bleeds and include bleed and trim marks.
- All images are CMYK at 300 dpi at 100%.
- Submit screen mix when possible. Publisher reserves the right to screen-to-match a PMS color.

Submit all ads as Adobe Acrobat PDF X1A

For PDF tech help, contact adfixer.com, magsend.com or pdf-x.com

Submit Proof: A SWOP proof of the final file is recommended. Publisher will not accept responsibility for color reproduction if supplied proof does not meet SWOP specifications or if proof is not supplied.

STEP 3 - Deliver ad materials and proof on deadline:

Deliver file via ad upload site:

<http://hilton.aapubs.com>

Automatic confirmations will be sent to the publisher and sender.

Deliver proof:

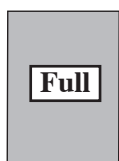
AA Publishing Production Department
 Attn: Julie Wood
 4333 Amon Carter Blvd., MD 5374
 Fort Worth, Texas 76155
 (817) 931-2580



Deadlines: Advertiser assumes full responsibility for errors or reproduction problems of any material received after space reservation date. See rate card for exact dates.

Extensions: Material extensions will be considered if requested within one week of rate card deadline. Additional charges may apply.

Technical questions: Contact **David Moreno**, david.moreno@aa.com



Non-bleed ad:

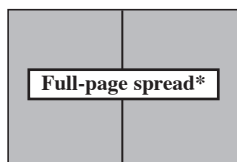
8.5" x 10.375"

Bleed ad:

Live area/Safety: 8.5" x 10.375"

Trim: 9" x 10.875"

Bleed: 9.25" x 11.125"



Gutter bleed:

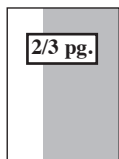
18.5" x 11.125"

Full bleed:

Live area/Safety: 17.25" x 10.375"

Trim: 18" x 10.875"

Bleed: 18.25" x 11.125"



Non-bleed ad:

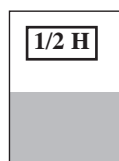
5" x 10.375"

Bleed ad:

Live area/Safety: 5" x 10.375"

Trim: 5.25" x 10.875"

Bleed: 5.375" x 11.125"



Non-bleed ad:

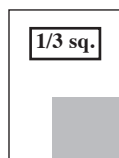
8.5" x 5"

Bleed ad:

Live area/Safety: 8.5" x 5"

Trim: 9" x 5.25"

Bleed: 9.25" x 5.375"



Non-bleed ad:

5" x 5"

Bleed ad:

Live area/Safety: 5" x 5"

Trim: 5.25" x 5.25"

Bleed: 5.375" x 5.375"

* Perfect alignment of type or design across gutter cannot be guaranteed. Live matter should not be closer than 1/4" to gutter.

Note:

All inside front and back covers projects have 1/4" less live matter area than the physical dimensions. A 9" cover should be designed for elements to center on the first 8.75" while still maintaining the standard 1/4" safety margin at the face. The other 1/4" will be hidden by the hinge score. This also applies to the first and last body pages due to side glue application.