

## Advertising Specifications

Use <http://ads.americanwaymag.com> to deliver ads

**Full**  
 Non-bleed ad: 7" x 9.625"  
 Bleed ad:  
 Live area/Safety: 7.5" x 10"  
 Trim: 8" x 10.5"  
 Bleed: 8.25" x 10.75"

**2/3 pg.**  
 Non-bleed ad: 4.625" x 9.625"  
 Bleed ad:  
 Live area/Safety: 4.625" x 10"  
 Trim: 5" x 10.5"  
 Bleed: 5.25" x 10.75"

**1/2 V**  
 Non-bleed ad: 4.625" x 7.3125"  
 Bleed ad:  
 Live area/Safety: 4.5" x 7.25"  
 Trim: 5" x 7.75"  
 Bleed: 5.25" x 8"

**1/2 H**  
 Non-bleed ad: 7" x 4.6875"  
 Bleed ad:  
 Live area/Safety: 7.5" x 4.6875"  
 Trim: 8" x 5.0625"  
 Bleed: 8.25" x 5.3125"

**1/3 sq.**  
 Non-bleed ad: 4.625" x 4.6875"  
 Bleed ad:  
 Live area/Safety: 4.625" x 4.6875"  
 Trim: 5" x 5.0625"  
 Bleed: 5.25" x 5.3125"

**1/3 V**  
 Non-bleed ad: 2.25" x 9.625"  
 Bleed ad:  
 Live area/Safety: 2.25" x 10"  
 Trim: 2.625" x 10.5"  
 Bleed: 2.875" x 10.75"

**Full-page spread\***  
 Gutter bleed: 14.75" x 9.625"  
 Full bleed:  
 Live area/Safety: 15.5" x 10"  
 Trim: 16" x 10.5"  
 Bleed: 16.25" x 10.75"

**Half-page spread\***  
 Gutter bleed: 14.75" x 4.6875"  
 Full bleed:  
 Live area/Safety: 15.5" x 4.6875"  
 Trim: 16" x 5.0625"  
 Bleed: 16.25" x 5.3125"

**Map Sponsor\***  
 Gutter and side bleed :  
 Live area/Safety: 15.5" x 1.75"  
 Trim: 16" x 1.75"  
 Bleed: 16.25" x 1.75"  
 Full Bleed: (left, right & bottom only)  
 Trim: 16" x 2.125"  
 Bleed: 16.25" x 2.25"

\* Perfect alignment of type or design across gutter cannot be guaranteed. Live matter should not be closer than 1/8" to gutter.

### STEP 1 - Design using proper dimensions, as per insertion order:

Publication is printed 150 line screen web-offset to SWOP spec with perfect binding. Trim size is 8" wide x 10.5" high. Advertiser accepts responsibility of risk if live area/safety is not respected.

### STEP 2 - Prepare materials and proof to spec:

#### File prep basics:

- All content is subject to approval by American Airlines.
- 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.
- Two-color ads are black plus one color. Submit screen mix when possible. Publisher reserves the right to screen-to-match a PMS color.
- Changes to keycodes are available if time permits. Publisher is not responsible for errors in key numbers. Font match is not guaranteed. Possible charges apply.

#### Preferred Material:

**Press-ready PDF** - (PDF/X1-a is the preferred method.)  
 For technical assistance, contact [adfixer.com](http://adfixer.com), [magsend.com](http://magsend.com) or [pdf-x.com](http://pdf-x.com).

**UNACCEPTABLE due to the industry trends:**  
InDesign 2/CS+, Quark 4/5/6+, Corel, Freehand,  
PageMaker, Word, Excel, Tiff/it

**Proof:** A SWOP proof of the final file is required. Publisher will not accept responsibility for color reproduction if supplied proof does not meet SWOP specifications. A faxed (817-931-5782) or hard copy content proof is required to accompany the hard-copy color proof if final materials are altered.

### STEP 3 - Deliver ad materials and proof on deadline:

#### Delivery of digital files via web (internet browser) upload:

<http://ads.americanwaymag.com>

Automatic confirmations will be sent to the publisher and sender.

## Delivery of Files

Use <http://ads.americanwaymag.com> to deliver ads

- **WEB:**  
<http://ads.americanwaymag.com>
- **TO EMAIL:**  
Send a less than 7MB attachment to: **david.moreno@aa.com** and **julie.wood@aa.com**  
Include issue date, advertiser name and complete contact info. A hard-copy proof must be provided.
- **REMOVABLE MEDIA:** Deliver Mac-formatted CD-ROM or DVD with proof to the shipping address.  
Include issue date, advertiser name and complete contact info.
- **SHIP COLOR PROOFS and/or FILES TO:**  
American Way Production Department  
Attn: Julie Wood  
4333 Amon Carter Blvd., MD 5374  
Fort Worth, Texas 76155  
(817) 931-2580
- **ARCHIVES:** Materials will be retained for one year from issue date. Media will not be returned.
- **DEADLINES:** Advertiser assumes full responsibility for errors or reproduction problems of any material received after rate-card closing date. See rate card or visit [www.americanwaymag.com](http://www.americanwaymag.com) for exact dates.

### **EXTENSIONS:**

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

Contact: **Julie Wood (817) 931-2580**  
or sales rep for deadline extensions.

### **TECHNICAL QUESTIONS CONTACT:**

David Moreno  
(817) 967-0412  
[david.moreno@aa.com](mailto:david.moreno@aa.com)

### **FOR PREPRESS ASSISTANCE AND FILE PREP:**

[magsend.com](http://magsend.com)  
[adfixer.com](http://adfixer.com)  
[pdf-x.com](http://pdf-x.com)