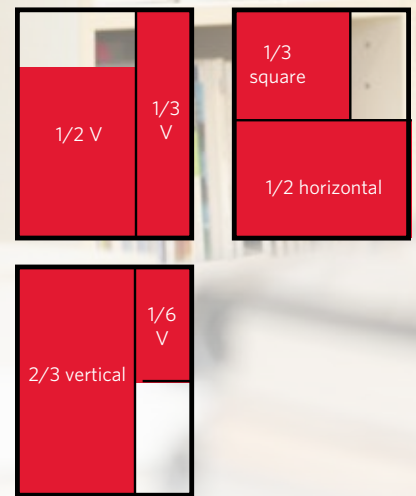




**DELTA SKY 2012 MECHANICALS**

SIZE (inches)	TRIM	BLEED ADS			NON-BLEED ADS	
		BLEED	LIVE	NON-BLEED	NON-BLEED	
Full page	8 x 10.5	8.25 x 10.75	7.375 x 9.875	7 x 9.625		
2/3 Vertical	5.187 x 10.5	5.437 x 10.75	4.562 x 9.875	4.625 x 9.625		
1/2 Vertical	5.187 x 7.625	5.437 x 7.875	4.562 x 7	4.625 x 7.125		
1/2 Horizontal	8 x 5.187	8.25 x 5.437	7.375 x 4.562	7 x 4.625		
1/3 Vertical	2.75 x 10.5	3.0 x 10.75	2.125 x 9.875	2.187 x 9.625		
1/3 Square	n/a	n/a	n/a	4.625 x 4.625		
1/6 Vertical	n/a	n/a	n/a	2.187 x 4.625		



**BLEED ADS:** Create ad to specified trim size and pull 0.125" bleed on all four sides. Bleeds either trim out during manufacturing or, in the case of fractional ads, crop out during magazine layout where applicable. Keep critical design and type elements a minimum of 5/16" inside trim space (live area).

**NON-BLEED ADS:** Create page layout document to specified non-bleed size.

**SPREAD ADS:** Create as two single pages. Perfect alignment of type or design across gutter of two facing pages is not guaranteed. Allow a min. of 0.25" safety at gutter of each page for design and type running across. Indicate trim on furnished proof.

**UPLOADING INSTRUCTIONS:** Upload ad materials via the web at:

**username:** mspads

**password:** sonic

Follow the instructions to upload. Please fax a printed copy of uploaded ad to 612-336-9281 or email a PDF proof to: [jbenson@deltaskymag.com](mailto:jbenson@deltaskymag.com)  
We also accept ads on CD or DVD.

**PLEASE SEND ADVERTISING MATERIALS TO:**

Sky Magazine, MSP Communications, Production Manager  
220 South 6th St., Ste 500, Minneapolis, MN 55402

**PRINTING SPECS:** Heat-set, Web Offset, 133 Line Screen, Perfect Bound, 8" x 10.5" Trim  
*Additional production charges may be incurred if supplied ads don't follow specifications.*

**PREFERRED FILE FORMAT:** A high resolution (300 dpi) Adobe PDF or PDF/X-1a with embedded fonts, CMYK colors, and flattened transparency.

**ACCEPTABLE NATIVE-FILE FORMATS:** Adobe InDesign, Adobe Illustrator, Adobe Photoshop. All images/elements must be 300 dpi at 100% size; TIFF or EPS preferred to a JPEG format.

**FONTS:** PostScript fonts are strongly preferred; TrueType fonts can be problematic. We are not responsible for errors caused by TrueType fonts.

**COLOR:** Everything must be in CMYK format and color corrected. All other color formats (RGB, Pantone/PMS...) will be converted to CMYK. We are not responsible for colors which must be converted to CMYK. Overall printing maximum density of all colors cannot exceed 280%.

**COLOR PROOFS:** Please supply a SWOP certified color proof pulled from supplied materials. If you do not supply a proof, we can provide one at a charge of \$75. If no proof is provided and you choose not to purchase one we will not be responsible for any color issues with the printed advertisement.

**PLEASE NOTE:** "Delta" may not be used in any advertising without permission and cannot be used as part of a URL for tracking. The content and placement of all advertising is subject to Delta Air Line's approval. We recommend all images and verbiage be airline/flying friendly to facilitate this process.