

# MECHANICALSPECS: PRINT

## The Air Charter Guide™

Ad Size width x depth	Live Area width x depth	Trim width x depth	Bleed width x depth
Front Cover	7.75" x 5.5" (19.685cm x 13.97 cm)		
Back & Inside Covers	8" x 10.5" (20.32cm x 26.67 cm)	8.375" x 10.875" (21.27 cm x 27.62 cm)	8.875" x 11.375" (22.54 cm x 28.89 cm)
Spread*	16.375" x 10.5" (41.59cm x 26.67 cm)	16.75" x 10.875" (42.55 cm x 27.62 cm)	17.5" x 11.375" (44.45 cm x 28.89 cm)
Tabbed Divider & Full Page	8" x 10.5" (20.32cm x 26.67 cm)	8.375" x 10.875" (21.27 cm x 27.62 cm)	8.875" x 11.375" (22.54 cm x 28.89 cm)
Half-Page Horizontal	7.5" x 4.8" (19.05cm x 12.19 cm)		
Half-Page Vertical	3.625" x 9.8" (9.21cm x 24.89 cm)		
Quarter-Page Vertical	3.625" x 4.8" (9.21cm x 12.19 cm)		
1/2" Strip Ad	7.5" x 0.5" (19.05cm x 1.27 cm)		
3/4" Strip Ad	7.5" x 0.75" (19.05cm x 1.91 cm)		
In-Column Ad	3.625" x 2.4" (9.21cm x 6.1 cm)		
Map Logo**	approx 2" x 1" (approx 5.08 cm x 2.54 cm)		
In-Column Logo	up to 3.625" w (9.21 cm) or .75" h (1.9 cm)		
Spine	TBD		
Gatefold	TBD		

\* Allow .1875" (.4763 cm) safety on either side of gutter.

\*\* Map Logos vary in size due to available space.

Keep live matter .1875" (.4763 cm) from final trim.

## Deadlines/Publishing Schedule

Space Reservation Deadline	Summer Edition March 28	Winter Edition September 19
Artwork Deadline	Summer Edition March 28	Winter Edition September 19
Publication Date	Summer Edition July 15	Winter Edition December 15

**AIR AMBULANCE PLEASE FOLLOW SUMMER DEADLINES.  
AIR CARGO PLEASE FOLLOW WINTER DEADLINES.**

## Executive Traveler Edition™

Ad Size width x depth	Live Area width x depth	Trim width x depth	Bleed width x depth
Front Cover	Contact ads@aircharterguide.com for specifications.		
Back & Inside Covers	4.875" x 7.875" (12.38 cm x 20.00 cm)	5.375" x 8.375" (13.65 cm x 21.27 cm)	5.875" x 8.875" (14.92 cm x 22.54 cm)
Full-Page	4.875" x 7.875" (12.38 cm x 20.00 cm)	5.375" x 8.375" (13.65 cm x 21.27 cm)	5.875" x 8.875" (14.92 cm x 22.54 cm)
Half-Page Horizontal	4.875" x 3.75" (12.38 cm x 9.525 cm)		
In-Column Ad	2.37" x 1.875" (6.01 cm x 4.76 cm)		

Keep live matter .1875" (.4763 cm) from final trim.

# PRINTSPECIFICATIONS

Files should be delivered as PDF/X-1A. All fonts and artwork must be embedded. Do not embed spot colors—use only process CMYK for all ads. All images must have minimum resolution of 300 dpi.

## File Submission: Ads may be submitted by the following:

### New Ads:

aviationdigitalads.com  
or email ads@aircharterguide.com

### DVD or CD-ROM sent to:

Josh Bourland  
Air Charter Guide  
9800 Metcalf Ave  
Overland Park, KS 66212

### Artwork Questions:

Please email ads@aircharterguide.com  
or call 1-913-967-7363

“ In an increasingly complex marketing environment, it is important to employ a variety of advertising channels to capture your target demographic’s attention. The Air Charter Guide provides diversity, measurability, and most importantly, access to our clients and their gatekeepers wherever they may be. Online, email, print, The Air Charter Guide offers something for everyone at a tremendous value, and this is why Solairus will continue to happily utilize their services. ”

- Eric Wildt

Marketing Manager — Solairus Aviation

# MECHANICALSPECS: ONLINE

## aircharterguide.com

### Ad Size

Leaderboard	728 x 90 pixels
Impact Ad	300 x 250 pixels
Road Block	640 x 480 pixels

### Dimensions

### Listing Enhancement

Small Logo	Send high-resolution .eps file
Large Logo	Send high-resolution .eps file
Aircraft Photo	Send high-resolution .jpg file
Video	Send link to YouTube video

### **Website Specifications**

Files should be sent as jpg or gif and cannot exceed 50kb.

ALL ONLINE ADS ARE POSTED ON THE 1ST AND 15TH OF EACH MONTH. PLEASE SEND ALL ARTWORK AT LEAST 5 DAYS IN ADVANCE OF THESE POSTING DATES.

## The Air Charter Journal™

Banners	468 x 60 pixels
Buttons	125 x 125 pixels

### **E-newsletter Specifications**

Files should be sent as jpg or gif and cannot exceed 50kb.

SPACE RESERVATION DEADLINE - 3 days before publication  
ARTWORK DEADLINE - 3 days before publication  
PUBLICATION DATE - 2nd and 4th Thursday of every month

“ I have to say the Air Charter Guide has given us visibility in the charter community. We have received numerous requests through aircharterguide.com, with very good results. ”

- Gus Nevarez

Director of Flight Control — Wiggins Airways