

### SUBMISSION REQUIREMENTS

**Printing:** Heat-set web offset

**Trim:** 8.375" x 10.875"

**Binding:** Perfect bound

**Color:** 4-color process (AAAA/MPA/SWOP)

**Line Screen:** 133-line screen  
Dot size 5% to 95%

**Density:** Overall printing density of all colors cannot exceed 300%.

**COLOR Proofs:** Provide a SWOP-standards contract proof produced from the supplied advertising file. If not supplied, one can be provided at a charge of \$85. If no proof is provided and you choose not to purchase a proof, the publisher is not responsible for any color issues with the printed advertisement.

**PMS/Spot Colors:** PMS or spot colors must be converted to 4-color process equivalents in file.

**Production Charges:** Changes requested to new or existing ad files subject to production

charge in addition to the advertising space charge. To minimize production charges, ad files should be supplied in the sizes and formats specified.

**Accepted file types:**

PDF files: Ad should be submitted as press-ready PDF file (PDF/X-1a preferred). Please embed all fonts, and convert all photos and spot colors to CMYK. Digital photos and graphics files should be at a resolution of 300 dpi or higher at the size which they are used in the PDF. On full-page, spread and 1/2-page spread bleed ads, offset crop marks .25 inch from trim so they do not appear within the bleed area.

### SUBMISSION PROCESS

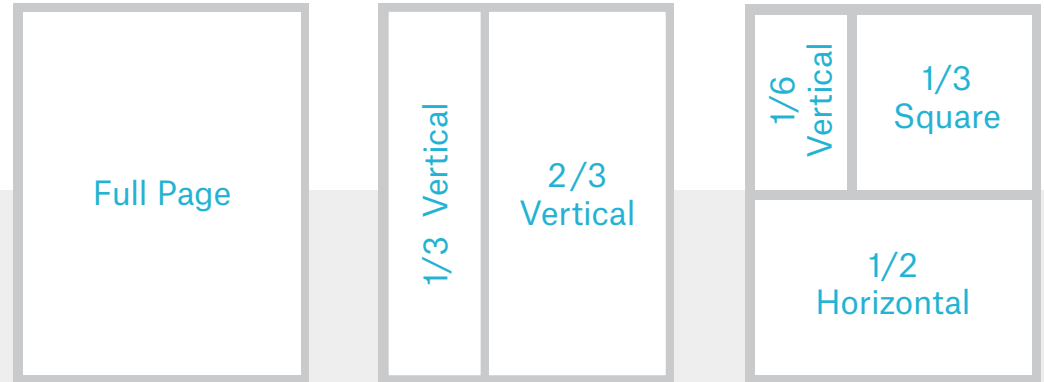
**FTP Transfers:** Connect to the following Web-based site using a current Chrome, Firefox, Microsoft Edge or Safari browser.

**Site:** www.pcg4.biz

**User name:** upload

**Password:** inflight

**Please Note:** "Alaska" as it relates to the airlines may not be used in any advertising without permission and cannot be used as part of a URL. All advertising content is subject to approval by the publisher and Alaska Airlines. We recommend all artwork, images and text be airline- and flying-friendly. Advertising simulating editorial content must be identified as ADVERTISEMENT (10-pt. font, uppercase, top-center of ad) and may not mimic editorial layout and fonts.



### AD DIMENSIONS

AD SIZE	WIDTH (IN INCHES)	DEPTH (IN INCHES)
FULL PAGE		
Live Area	7.75	10.25
Trim Size	8.375	10.875
Bleed Size	8.875	11.375
2/3 VERTICAL	4.8125	9.875
1/2 HORIZONTAL	7.3125	4.8125
1/3 VERTICAL	2.3125	9.875
1/3 SQUARE	4.8125	4.8125
1/6 VERTICAL	2.3125	4.8125
SPREAD		
Live Area	16.125	10.25
Trim Size	16.75	10.875
Bleed Size	17.25	11.375
1/2 PAGE SPREAD (bleed on sides and foot)		
Live Area	16.125	5.125
Trim Size	16.75	5.4375
Bleed Size	17.25	5.6875

### DEADLINES

ISSUE MONTH	AD SPACE RESERVATION	AD FILE / MATERIALS
JANUARY '19	November 15, '18	November 22, '18
FEBRUARY	December 14	December 21
MARCH	January 15, '19	January 22, '19
APRIL	February 15	February 22
MAY	March 15	March 22
JUNE	April 15	April 22
JULY	May 15	May 22
AUGUST	June 14	June 21
SEPTEMBER	July 15	July 22
OCTOBER	August 15	August 22
NOVEMBER	September 13	September 20
DECEMBER	October 15	October 22
JANUARY '20	November 15	November 22
FEBRUARY	December 13	December 20
MARCH	January 15, '20	January 22, '20