



Crystal Grant, Celebrated Living Production Manager
 4333 Amon Carter Blvd., MD 5374
 Fort Worth, Texas 76155
 crystal.grant@aa.com • (817) 931-2581

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 Rev. 10-01-07

Advertising Specifications

Use <http://ads.celebratedliving.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"

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, magsend.com or pdf-x.com.

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"

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

UNACCEPTABLE due to the industry trends:
InDesign 2/CS+, Quark 4/5/6+, Corel, Freehand,
PageMaker, Word, Excel, Tiff/it and all other application files.

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 via web (internet browser) upload:

<http://ads.celebratedliving.com>

Automatic confirmations will be sent to the publisher and sender.

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Advertising Specifications

Delivery of Files

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

- **WEB:**
<http://ads.celebratedliving.com>
- **TO EMAIL:**
Send a less than 7MB attachment to: **david.moreno@aa.com** and **crystal.grant@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:**
Celebrated Living Production Department
Attn: Crystal Grant
4333 Amon Carter Blvd., MD 5374
Fort Worth, Texas 76155
(817) 931-2581
- **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.celebratedliving.com for exact dates.

EXTENSIONS:

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

Contact: **Crystal Grant (817) 931-2581**
or sales rep for deadline extensions.

TECHNICAL QUESTIONS CONTACT:

David Moreno
(817) 967-0412
david.moreno@aa.com

FOR PREPRESS ASSISTANCE AND FILE PREP:

magsend.com
adfixer.com
pdf-x.com