



ADVERTISING GUIDELINES

FOR IATA'S PRINT PUBLICATIONS
PLEASE DIRECT QUESTIONS TO (514 874 0202 ext 3523, ADVERTISING@IATA.ORG)

VERSION 2.0, LAST UPDATED AUGUST 2009

TECHNICAL SPECIFICATIONS

ABOUT THESE SPECIFICATIONS

These specifications have been established to ensure quality control and uniformity of the advertising material used in selected IATA publications. In the event your advertising material does not meet any of the mandatory specifications set forth in this document, IATA reserves the right to make the appropriate corrections without further notice and charge you an amount of **US\$100** in addition to your advertising costs.

It is important to us that your advertisement looks its best. IATA is not, however, responsible for the print quality of your material. If you supply a high-quality match proof along with your file, our printer can achieve more accurate colour results.

To ensure the highest quality output, please pay close attention to these specifications.

ABOUT COLOUR PROOFS – MATCH PRINTS

Providing a high-quality colour proof or match print is the only way to ensure accurate colour reproduction. A laser proof or inkjet copy does not reflect the colour values embedded in your electronic file.

A match print is highly recommended for you to verify that the colour content of your files is what you are expecting for the print result. **IATA IS UNABLE TO REPRINT OR REFUND ADVERTISING COSTS** should your output not meet your expectations.

ABOUT HIGH-RESOLUTION

High-resolution files are required to achieve high-quality press output. This means a minimum of **300 DPI OR MORE**.

TECHNICAL SPECIFICATIONS

MANDATORY SUBMISSION FORMAT

PRESS-OPTIMISED .PDF FILE. All supporting images, fonts and other vector objects must be embedded. Alternatively, a rasterised (flattened) high-resolution EPS, TIFF or JPG image file is acceptable.

If a colour, flattened advertisement file is to be submitted, please include CMYK colour values (NOT RGB) and ensure high resolution for press output (**MINIMUM 300 DPI AT FULL SIZE**).

COLOUR

For more accurate colour reproduction, all files must separate to the **CMYK COLOUR SPACE**. For multi-object PDF and EPS files, all colour objects must be CMYK. Other objects may be grayscale or 1 bit. Colour rasterised (flattened) files must be CMYK. Please do not submit RGB, LAB or Spot colour content.

IMAGES

All raster (flattened) images must be high resolution. All images must be embedded. To ensure high-quality output, all raster images must be high resolution (**300 DPI OR MORE**).

FONTS

Fonts must be **EMBEDDED** in the file, or text may be converted to outlines.

FILE DELIVERY

Please send a CD containing your files to the address indicated below, along with the colour proof or match print for your advertisement.

IATA

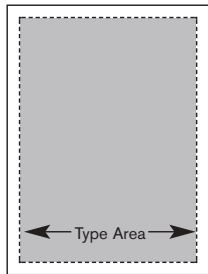
ATTENTION: ADVERTISING DEPT.

800 Place Victoria, P.O. Box 113
Montreal, Quebec, Canada H4Z 1M1

DISKS SHOULD BE CLEARLY MARKED WITH:

- Title and clear description of the file
- Contact information for questions or issues regarding your files

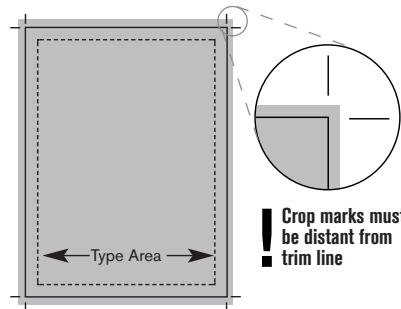
AD DIMENSIONS



FULL-PAGE FLOATER AD:

Publication trim size:
210 x 280 mm
(8¼ x 11 inches)

Type area:**
185 x 255 mm
(7¼ x 10 inches)

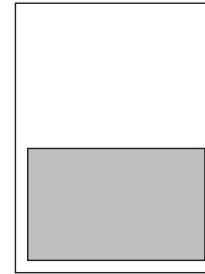


FULL-PAGE BLEED AD:

235 x 305 mm
(9¼ x 12 inches)

Publication trim size* ‡:
210 x 280 mm
(8¼ x 11 inches)

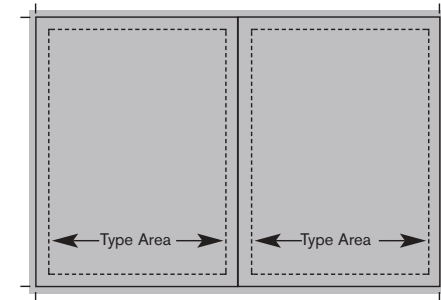
Type area:**
185 x 255 mm
(7¼ x 10 inches)



HALF-PAGE FLOATER AD:

Half page horizontal:
185 x 127 mm
(7¼ x 5 inches)

Publication trim size:
210 x 280 mm
(8¼ x 11 inches)



DOUBLE-PAGE SPREAD AD:

467 x 305 mm
(18½ x 12 inches)

Trim size*:
420 x 280 mm
(16½ x 11 inches)

Type area:**
185 x 255 mm/each page
(7¼ x 10 inches/each page)

- * All document files must include crop marks if ad includes bleed.
- ** Vital elements (e.g. text, logos, etc.) must be kept at least 13 mm (0.5") from trim edges as indicated by the type area.
- ‡ For **DGR** and **AHM**, **Publication trim size** must be 210 x 278 mm (8.25 x 10.9375 inches).