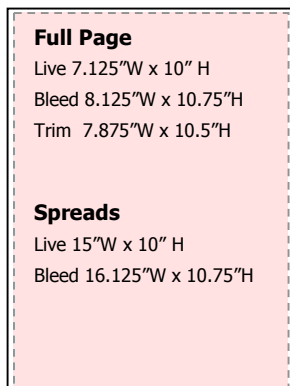


Production Specifications

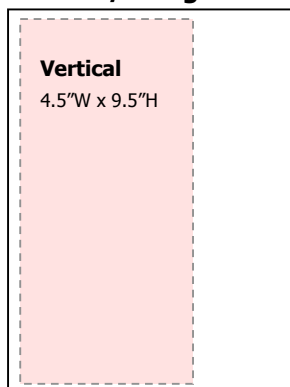
2010

Circulation Region: WA/N.Idaho ♦ Circulation: 583,000 ♦ Audience: 1,200,000

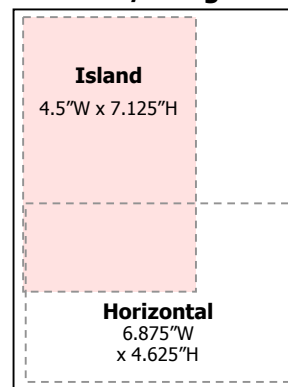
Full Page & Spreads



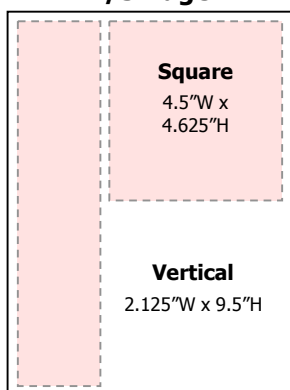
2/3 Page



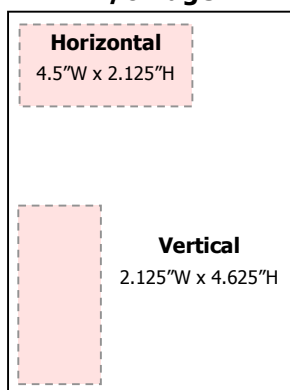
1/2 Page



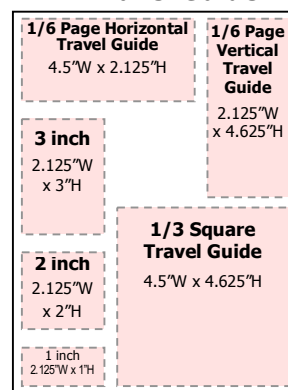
1/3 Page



1/6 Page



Travel Guide



DIGITAL REQUIREMENTS

Preferred format is PDF/x1a:2001. Other accepted file formats include InDesign, QuarkXpress, Illustrator and Photoshop. PDFs may be sent via email. Native files will be accepted on CD, DVD or via our file upload site, Macintosh Platform preferred.

PDF File Requirements: **PDF/x1a:2001.** All 4/color images should be supplied CYMK. All black type should be supplied at 100% black. Ink coverage/saturation must be less than 300% to prevent offset on press. Please double-check this in your Advanced - Print Production - Output Preview in Acrobat Professional. All black items must be set to overprint. Not all programs manage this automatically.

Native File Requirements: If sending native files include all fonts and high-resolution images with a list of fonts and graphics. Resolution should be 300 dpi at 100% finished size. All 4/color images should be supplied CYMK. All ads require a color proof that meets SWOP standards - if not, one will be output and the advertiser billed at prevailing rates. Please use postscript fonts and provide both the screen and printer font for all fonts used.

PROOF REQUIREMENTS

Laser prints are not acceptable. All 4/C ads (full page or fractional): High quality digital proof required. If proof is not supplied, one will be output and billed to advertiser at prevailing rates. Color matching will not be guaranteed if advertiser waives proof fee.

AD CORRECTIONS

For ads supplied as native files, corrections requested prior to Material Due date will be made and billed at prevailing rates. For ads supplied as PDF/x1a files, advertiser will be responsible for supplying a corrected art file.

CONTACT INFORMATION

For production information or questions, please contact Wayne Kilburn, Advertising Services Manager at (425) 646-2057, E-mail: WayneKilburn@aaawin.com. No extensions will be granted without approval of the Advertising Services Manager. All ads sent must include a contact name, phone number, and fax number.

SEND ALL MATERIALS TO:

Stacie Holder Phone: (425) 467-7724
1745 114th Ave SE FAX: (425) 467-7729
Bellevue, WA 98004 E-Mail: StacieHolder@aaawin.com