

# AIRLINE BUSINESS

## 2011 Rates & Data

### \$ DOLLARS

| Format   | Colour | x1     | x3     | x6     | x9     | x12    |
|----------|--------|--------|--------|--------|--------|--------|
| Page     | 4 col  | 13,310 | 12,910 | 12,510 | 12,120 | 11,705 |
| Spread   | 4 col  | 26,365 | 25,565 | 24,780 | 23,985 | 23,195 |
| 1/2 Page | 4 col  | 8,660  | 8,395  | 8,135  | 7,875  | 7,620  |
| 1/4 Page | 4 col  | 6,445  | 6,255  | 6,065  | 5,870  | 5,685  |

Last updated: 1 December 2010

### ADVERTISING DIMENSIONS

| Advertisement                                 | Depth and Width |   |
|---|-----------------|---|
|   | mm              | Imperial  |
| Double page spread bleed                      | 273 x 400       | 10 <sup>3</sup> / <sub>4</sub> x 15 <sup>3</sup> / <sub>4</sub>   |
| Double page spread trimmed                    | 267 x 394       | 10 <sup>1</sup> / <sub>2</sub> x 15 <sup>1</sup> / <sub>2</sub>   |
| Double page spread gutter bleed only          | 246 x 378       | 9 <sup>11</sup> / <sub>16</sub> x 14 <sup>7</sup> / <sub>16</sub> |
| Page bleed                                    | 273 x 200       | 10 <sup>3</sup> / <sub>4</sub> x 7 <sup>7</sup> / <sub>8</sub>    |
| Page bleed trimmed                            | 267 x 197       | 10 <sup>1</sup> / <sub>2</sub> x 7 <sup>3</sup> / <sub>4</sub>    |
| Page type area                                | 246 x 181       | 9 <sup>11</sup> / <sub>16</sub> x 7 <sup>1</sup> / <sub>8</sub>   |
| Half page horizontal spread bleed             | 134 x 400       | 5 <sup>1</sup> / <sub>4</sub> x 15 <sup>3</sup> / <sub>4</sub>    |
| Half page horizontal spread bleed trimmed     | 131 x 394       | 5 <sup>1</sup> / <sub>8</sub> x 15 <sup>1</sup> / <sub>2</sub>    |
| Half page horizontal spread gutter bleed only | 121 x 378       | 4 <sup>3</sup> / <sub>4</sub> x 14 <sup>7</sup> / <sub>8</sub>    |
| Half page horizontal bleed                    | 134 x 200       | 5 <sup>1</sup> / <sub>4</sub> x 7 <sup>7</sup> / <sub>8</sub>     |
| Half page horizontal bleed trimmed            | 131 x 197       | <sup>1</sup> / <sub>8</sub> x 7 <sup>3</sup> / <sub>4</sub>       |
| Half page horizontal type area                | 121 x 181       | 4 <sup>3</sup> / <sub>4</sub> x 7 <sup>1</sup> / <sub>8</sub>     |
| Half page vertical bleed                      | 273 x 101       | 10 <sup>3</sup> / <sub>4</sub> x 4                                |
| Half page vertical bleed trimmed              | 267 x 98        | 10 <sup>1</sup> / <sub>2</sub> x 3 <sup>7</sup> / <sub>8</sub>    |
| Half page vertical type area                  | 246 x 89        | 9 <sup>11</sup> / <sub>16</sub> x 3 <sup>1</sup> / <sub>2</sub>   |
| Quarter page horizontal                       | 59 x 181        | 2 <sup>5</sup> / <sub>16</sub> x 7 <sup>1</sup> / <sub>8</sub>    |
| Quarter page vertical                         | 121 x 89        | 4 <sup>3</sup> / <sub>4</sub> x 3 <sup>1</sup> / <sub>2</sub>     |
| Quarter page/single column bleed              | 273 x 55        | 10 <sup>3</sup> / <sub>4</sub> x 2 <sup>3</sup> / <sub>16</sub>   |
| Quarter page/single column trimmed            | 267 x 52        | 10 <sup>1</sup> / <sub>2</sub> x 2 <sup>1</sup> / <sub>6</sub>    |
| Quarter page/single column                    | 246 x 44        | 9 <sup>11</sup> / <sub>16</sub> x 1 <sup>3</sup> / <sub>4</sub>   |

### SPECIFICATIONS AND CONTACT DETAILS

- File format: eps or pdf file.
- All files to be saved as CMYK with all fonts embedded.
- Resolution minimum 300dpi.
- Copy Deadline: 8 or 9 days prior to publication.
- Artwork to be emailed to [sean.behan@rbi.co.uk](mailto:sean.behan@rbi.co.uk)

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