

# AIRLINE BUSINESS

## 2011 Rates & Data

### £ STERLING

| Format   | Colour | x1     | x3     | x6     | x9     | x12    |
|----------|--------|--------|--------|--------|--------|--------|
| Page     | 4 col  | 7,270  | 7,050  | 6,830  | 6,620  | 6,400  |
| Spread   | 4 col  | 14,390 | 13,960 | 13,520 | 13,090 | 12,670 |
| 1/2 Page | 4 col  | 4,730  | 4,580  | 4,440  | 4,300  | 4,170  |
| 1/4 Page | 4 col  | 3,520  | 3,420  | 3,320  | 3,210  | 3,110  |

Last updated: 1 December 2010

### ADVERTISING DIMENSIONS

| Advertisement                                 | Depth and Width<br>mm |
|-----------------------------------------------|-----------------------|
| Double page spread bleed                      | 273 x 400             |
| Double page spread trimmed                    | 267 x 394             |
| Double page spread gutter bleed only          | 246 x 378             |
| Page bleed                                    | 273 x 200             |
| Page bleed trimmed                            | 267 x 197             |
| Page type area                                | 246 x 181             |
| Half page horizontal spread bleed             | 134 x 400             |
| Half page horizontal spread bleed trimmed     | 131 x 394             |
| Half page horizontal spread gutter bleed only | 121 x 378             |
| Half page horizontal bleed                    | 134 x 200             |
| Half page horizontal bleed trimmed            | 131 x 197             |
| Half page horizontal type area                | 121 x 181             |
| Half page vertical bleed                      | 273 x 101             |
| Half page vertical bleed trimmed              | 267 x 98              |
| Half page vertical type area                  | 246 x 89              |
| Quarter page horizontal                       | 59 x 181              |
| Quarter page vertical                         | 121 x 89              |
| Quarter page/single column bleed              | 273 x 55              |
| Quarter page/single column trimmed            | 267 x 52              |
| Quarter page/single column                    | 246 x 44              |

### 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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