

► 2017 Advertising Rate Card

4-COLOR 1X 3X 6X 9X 12X

| | | | | | |
|-----------|--------|--------|--------|--------|--------|
| Full page | 50,740 | 48,210 | 45,660 | 44,395 | 43,130 |
| 2/3 page | 38,050 | 36,150 | 34,250 | 33,300 | 32,350 |
| 1/2 page | 30,440 | 28,910 | 27,400 | 26,635 | 25,870 |
| 1/3 page | 22,840 | 21,690 | 20,550 | 19,980 | 19,410 |
| 1/6 page | 14,200 | 13,500 | 12,780 | 12,425 | 12,070 |
| Spread | 96,420 | 91,320 | 86,260 | 84,730 | 83,200 |

COVERS 1X 3X 6X 9X 12X

| | | | | | |
|---|--------|--------|--------|--------|--------|
| 2 | 61,900 | 58,820 | 55,710 | 54,165 | 52,620 |
| 3 | 59,370 | 56,410 | 53,420 | 51,940 | 50,460 |
| 4 | 64,440 | 61,230 | 57,990 | 56,385 | 54,780 |

2017 ADVERTISING DEADLINES

| Issue | Closing date | Materials due | Onboard date |
|-------|--------------|---------------|--------------|
| Jan | 11/10/16 | 11/21/16 | 1/1/17 |
| Feb | 12/14/16 | 12/21/16 | 2/1/17 |
| Mar | 1/17/17 | 1/26/17 | 3/1/17 |
| Apr | 2/13/17 | 2/23/17 | 4/1/17 |
| May | 3/15/17 | 3/24/17 | 5/1/17 |
| Jun | 4/17/17 | 4/26/17 | 6/1/17 |
| Jul | 5/15/17 | 5/24/17 | 7/1/17 |
| Aug | 6/13/17 | 6/22/17 | 8/1/17 |
| Sep | 7/17/17 | 7/26/17 | 9/1/17 |
| Oct | 8/15/17 | 8/24/17 | 10/1/17 |
| Nov | 9/18/17 | 9/27/17 | 11/1/17 |
| Dec | 10/17/17 | 10/26/17 | 12/1/17 |

Contact us today for digital rates.

PRODUCTION AND OTHER CHARGES: (Non-commissionable) Ask your sales representative for specific information about our advertising design services.

■ Guaranteed positions: 10% premium added to earned rate.
 ■ BRCs: Rates upon request.
 ■ Multi-page inserts: Rates upon request.
 ■ A/B Split: \$2,500
 ■ Color Proof (upon request): \$75

PAYMENT TERMS: Net 30 days from date of publication with approved credit. Billing date is the first day of the month of cover issue. First-time advertisers must submit credit application or provide payment in full with insertion order. The content and placement of all advertising is subject to Delta Air Lines' approval. We recommend all images and verbiage be airline/flying - friendly to facilitate this process.

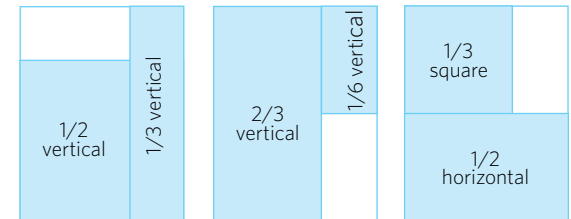
ADVERTISING INFORMATION:

Mary Beth Hachiya
 612-313-1788
advertising@deltaskymag.com



► Mechanical Specifications

| AD PAGE | BLEED ADS | | | NON-BLEED ADS |
|----------------|-----------------|-----------------|-----------------|-----------------|
| | TRIM | BLEED | LIVE | |
| Full page | 8" x 10.5" | 8.25" x 10.75" | 7.375" x 9.875" | 7" x 9.625" |
| 2/3 vertical | 5.187" x 10.5" | 5.437" x 10.75" | 4.562" x 9.875" | 4.625" x 9.625" |
| 1/2 vertical | 5.187" x 7.625" | 5.437" x 7.875" | 4.562" x 7" | 4.625" x 7.125" |
| 1/2 horizontal | 8" x 5.187" | 8.25" x 5.437" | 7.375" x 4.562" | 7" x 4.625" |
| 1/3 vertical | 2.75" x 10.5" | 3" x 10.75" | 2.125" x 9.875" | 2.187" x 9.625" |
| 1/3 square | n/a | n/a | n/a | 4.625" x 4.625" |
| 1/6 vertical | n/a | n/a | n/a | 2.187" x 4.625" |



HOW TO FURNISH:

- For files 10MB and under, email directly to Jonathan Benson at: **jbenson@deltaskymag.com**
- For files over 10MB, upload via: **www.mspaduploader.com**
username: mspads
password: sonic

Successful upload will be confirmed via email.

PREFERRED FILE FORMAT: High-resolution (300 dpi) Adobe PDF or PDF/X-1a with embedded fonts, CMYK color and flattened transparency.

ACCEPTED NATIVE FILE FORMATS: Adobe InDesign, Illustrator or Photoshop. All images/elements must be 300 dpi at 100% size; TIFF or EPS preferable to JPEG format.

PRINTING SPECS: Heat-set, web offset, 133 line screen, perfect bound, 8" x 10.5" trim.

BLEED ADS: Create ad to specified trim size and pull 0.125" bleed on all four sides. Bleeds either trim out during manufacturing or, in the case of fractional ads, crop out during magazine layout where applicable. Bleed ads should include crop marks for ensured positioning. Keep critical design and type elements a minimum 5/16" inside trim space (live area).

SPREAD ADS: Create as two single Full Pages. Perfect alignment of type or design across gutter is not guaranteed.

NON-BLEED ADS: Create page layout document to specified non-bleed size.

FONTS & COLOR: PostScript fonts strongly preferred; TrueType fonts can be problematic. Materials must be CMYK format and color-corrected. Maximum print density not to exceed 280%. All other formats (RGB, Pantone/PMS) will be converted to CMYK. We are not responsible for shifts during color conversion or errors caused by TrueType fonts.

COLOR PROOFS: You may supply a SWOP certified color proof. Send to Sky Magazine, Production Manager, MSP Communications, 220 South 6th St., Ste. 500, Minneapolis, MN 55402. If you do not supply a proof, we can provide one for a \$75 charge.

Contact jbenson@deltaskymag.com

If no proof provided or purchased, we are not responsible for color issues with printed advertisement.

NOTE: "Delta" may not be used in any ad without permission, and cannot be used as part of a URL for tracking. All ads with advertorial/editorial-style presentation must have "PROMOTION" placed top-of-page in readable font (min 7pt font). Content and placement of all advertising subject to Delta Air Lines' approval. All images & copy should be airline/flying-friendly.