Full Page

7" wide 9.75" tall

Black Ink	\$750.00
Black + 1	\$800.00
Full Color	\$975.00

1/2 Page Shy

4.6 " wide 6.375" tall

Black Ink\$395.00Black + 1\$435.00Full Color\$595.00

Business Card

3.5" wide 2" tall

Black Ink\$99.00Black + 1\$125.00Full ColorN/A

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Budget

2.2" wide 3.125" tall

Black Ink\$125.00Black + 1\$150.00Full ColorN/A

1

2.25" tall Black Ink Black + 1

2/3 Page Wide

7" wide 6.375" tall

Black Ink\$550.00Black + 1\$595.00Full Color\$765.00

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1/6 Page Wide 4.6" wide 2.25" tall

Black Ink	\$175.00
Black + 1	\$210.00
Full Color	\$295.00

1/6 Page Tall 1/3 Page Wide 2.2" wide 4.6" wide 4.75" tall 4.75" tall	1/3 Page Tall 2.2" wide 9.75" tall
Black Ink Black + 1 S210.00 Full ColorS175.00 S295.00Black Ink Slack + 1 S360.00 	Black Ink \$325.00 Black + 1 \$360.00 Full Color \$475.00
1/2 Page Wide 7" wide	
4.75" tall Black Ink \$425.00 Black + 1 \$465.00 Full Color \$625.00	

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Page Tall ^{wide} " tall

k	\$550.00
1	\$595.00
r	\$765.00

SWAVIATOR

ADVERTISING INFORMATION

WWW.SWAVIATOR.COM

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DISPLAY ADVERTIS	SING RATES		
Ad Size	Black Ink Only	Black + 1 Color	Full Color
Back Cover	-	-	\$995
Full Page	\$750	\$800	\$975
2/3 Page	\$550	\$595	\$765
1/2 Page	\$425	\$465	\$625
1/2 Shy	\$395	\$435	\$595
1/3 Page	\$325	\$360	\$475
1/6 Page	\$175	\$210	\$295
Budget	\$125	\$150	-
Business Card	\$99	\$125	-

For Black + 1 color ads, choose from one of the following for the second color: Red (185), Blue (300), Gold (116), Green (347).

AD SIZES

 $\begin{array}{c} Full \ Page \qquad 7" \ wide \ x \ 9.75" \ tall \\ \mbox{(Full Bleed No Extra Charge 8" wide x \ 10.5" \ tall \ plus \ 1/8" \ bleed \ on \ each \ side)} \end{array}$

Back Cover 7" wide x 9.75" tall (Full Bleed No Extra Charge 8" wide x 10.5" tall plus 1/8" bleed on each side)

2/3 Page	Tall - 5.6" wide x 9.75" tall
-	Wide - 7" wide x 6.375" tall

1/2 Page 7" wide x 4.875" tall

1/2 Shy 4.6" wide x 6.375" tall

- 1/3 Page Tall 2.2" wide x 9.75" tall Wide - 4.6" wide x 4.75" tall
- 1/6 Page
 Tall 2.2" wide x 4.75" tall

 Wide 4.6" wide x 2.25" tall

Budget 2.2" wide x 3.125" tall

Business Card 3.5" wide x 2" tall Available in Business Directory only. Business card may be slightly reduced for fit.

SPECIFICATIONS

Computer Files Because SW Aviator is produced digitally, we prefer to receive all ads on disk. Please submit ads only in these formats:

Quark XPress
Macromedia Freehand
EPS

Adobe Pagemaker Adobe Illustrator TIFF (high resolution)

Please convert fonts to curves or supply both screen and printer fonts for ALL fonts used. In addition, be sure to supply ALL linked files.

For your convenience, you can upload your ad, fonts and linked files to us at www.swaviator.com via our high speed ftp server.

Camera-Ready Art

We accept camera-ready positive originals for any ad that contains line art only (no photos or gray scales). For camera-ready ads which contain photos or gray scales, please provide film negative, right reading emulsion down, 150 lines per inch maximum. For process color (full color) ads, please supply film separations and color proof.

Ad Design

We will be glad to design an ad for you. Add 10% to the published ad rate for this service.

PAYMENT

Multiple insertion discount available: 10% discount for 3 consecutive issues or more. Multiple insertion rates are available only with signed and accepted contracts. All advertising requests must be confirmed by a signed order form, purchase order, letter of request or e-mail. Cancellation or non-payment will void multiple insertion rate and all ads will be billed at the regular rate. Payment must be made at the time of order by all advertisers, including agencies, until credit has been established. Payment may be made by company or personal check, cashier's check, money order or credit card. For your convenience, we accept VISA, Mastercard and Discover. Payments may be mailed to *SW Aviator, 3909 Central Ave. NE, Albuquerque, NM 87108* or credit card payment may be made by phone at *505-256-7031* or *1-800-467-4158, extension 0202.* Advertising agencies, please contact us for commission information. SW Aviator reserves the right to harmless and indemnify SW Aviator against any claims arising from such advertisement. Please contact us or visit our web site for information on internet advertising.



ADVERTISING ORDER FORM

3909 CENTRAL AVE. NE • ALBUQUERQUE, NM 87108 505-256-7031 • FAX 505-256-3172 • 1-800-467-4158 ext. 0202

ADVERTISOR INFORMATION	
	Phone Fax
AD SIZE (Check One)	ART FORMAT (Check those that apply)
Full Page 7" wide x 9.75" tall (Full Bleed · 8" wide x 10.5" tall plus 1/8" bleed on each side) Back Cover 7" wide x 9.75" tall (Full Bleed · 8" wide x 10.5" tall plus 1/8" bleed on each side) 2/3 Page Tall 5.6" wide x 9.75" tall 2/3 Page Tall 5.6" wide x 6.375" tall 1/2 Page 7" wide x 4.875" tall 1/2 Page 7" wide x 6.375" tall 1/2 Shy 4.6" wide x 6.375" tall 1/3 Page Tall 2.2" wide x 9.75" tall	 Computer File EPS TIFF (high resolution) Quark XPress Adobe Pagemaker Macromedia Freehand Adobe Illustrator All fonts supplied (Screen and Printer) All fonts have been converted to curves or paths Camera-Ready Art Positive original (line art only, no photos or gray scales) Film negative, may contain photos or gray scales
 1/6 Page Tall 2.2" wide x 4.75" tall 1/6 Page Wide 4.6" wide x 2.25" tall Budget 2.2" wide x 3.125" tall Business Card 3.5" wide x 2" tall 	 Ad Design SW Aviator will design the ad. All information is included; On disk On attached sheet of paper

MULTIPLE INSERTION DISCOUNT RATE

Base Ad	Please include the above ad in consecutive editions of <i>SW Aviator</i> Magazine and apply the appropriate discount. I, the undersigned, understand that cancellation or non-payment
# of Insertions	will void the multiple insertion rate and all ads will be billed at the regular rate, and that
Subtotal	payment must be made at the time of order by all advertisers, including agencies, until credit has been established.
Discount	Signature
Ad Cost	Company

PAYMENT

Ad Cost	Payment Included:	☐ Business/Personal Check ☐ Money Order	☐ Cashier's Check ☐ Cash
Discount Sales Tax	Apply to Credit Card: #	Master Card VISA	Discover exp. (month/year)
TOTAL DUE		Must be pre-approved by SW Aviator): #	