



Full Page

7" wide
9.75" tall

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

Budget

2.2" wide
3.125" tall

Black Ink	\$125.00
Black + 1	\$150.00
Full Color	N/A

1/6 Page Wide

4.6" wide
2.25" tall

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

1/2 Page Shy

4.6" wide
6.375" tall

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

2/3 Page Wide

7" wide
6.375" tall

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

Business Card

3.5" wide
2" tall

Black Ink	\$99.00
Black + 1	\$125.00
Full Color	N/A

1/6 Page Tall

2.2" wide
4.75" tall

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

1/3 Page Wide

4.6" wide
4.75" tall

Black Ink	\$325.00
Black + 1	\$360.00
Full Color	\$475.00

1/3 Page Tall

2.2" wide
9.75" tall

Black Ink	\$325.00
Black + 1	\$360.00
Full Color	\$475.00

2/3 Page Tall

4.6" wide
9.75" tall

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

1/2 Page Wide

7" wide
4.75" tall

Black Ink	\$425.00
Black + 1	\$465.00
Full Color	\$625.00



ADVERTISING INFORMATION

WWW.SWAVIATOR.COM

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

DISPLAY ADVERTISING 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

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

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:

<i>Quark XPress</i>	<i>Adobe Pagemaker</i>
<i>Macromedia Freehand</i>	<i>Adobe Illustrator</i>
<i>EPS</i>	<i>TIFF (high resolution)</i>

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 reject any advertising for any reason. Advertisers, including agencies, are responsible for all content of their advertisement and hold 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.

