

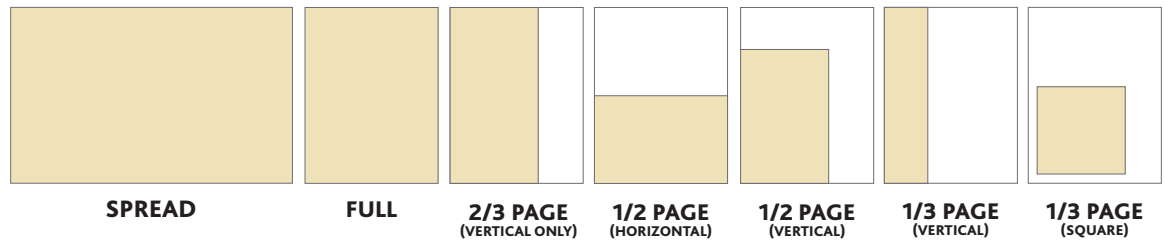
Spirit

SOUTHWEST AIRLINES

2008 DIGITAL SPECS

DIGITAL SPECS & FTP

| Size | Trim (inches)* | (millimeter) | Live/Non-Bleed (inches)** | (millimeter) |
|----------------------------|----------------------------|-----------------|---------------------------|-----------------|
| Full Page | 8.0" x 10.5" | (203.2 x 266.7) | 7.0" x 9.625" | (177.8 x 244.5) |
| 2/3 Page Vertical | 5.187" x 10.5" | (131.8 x 266.7) | 4.625" x 9.625" | (117.5 x 244.5) |
| 1/2 Page Vertical | 5.187" x 7.625" | (131.8 x 193.7) | 4.625" x 7.125" | (117.5 x 181.0) |
| 1/2 Page Horizontal | 8.0" x 5.187" | (203.2 x 131.8) | 7.0" x 4.625" | (177.8 x 117.5) |
| 1/3 Page Vertical | 2.750" x 10.5" | (69.9 x 266.7) | 2.187" x 9.625" | (55.6 x 244.5) |
| 1/3 Page Square | — | — | 4.625" x 4.625" | (117.5 x 117.5) |
| Spread | Create as two single pages | | | |



MATERIALS

Southwest Airlines
Spirit Magazine

ATTN: Production
Amy Zuker
1301 Carolina Street
Greensboro, NC 27401
336.383.5624
Fax: 336.378.8269
amyzuker@paceco.com

- * For Bleed ads, create page layout document to trim dimension, then pull .125" bleed on all four sides to full-fill bleed dimension. Critical Design and type elements must stay within the LIVE/Non-Bleed area listed above.
- ** Non-Bleed Ads (ad that does not touch trim)—Create page layout document to LIVE/Non-Bleed dimension listed above.

Digital Media Delivery: Macintosh formatted CD or DVD with a contract proof. You must provide a color laser at 100% scale if a contract proof is not supplied. Media will not be returned.

Preferred File: PDF as PDF/x-1a or pdfs created using settings supplied by the production manager.

Other File Types Accepted: Indesign, QuarkXpress, Photoshop, and Illustrator Please supply all links and fonts used in the document.

For both PDF and native files, please follow the following rules.

1. Make sure that all images are high resolution (300 ppi) and are in CMYK mode. Note that enlarging an image with a resolution of 300 over 125%

in the page layout file will lower the resolution to the point that image quality degradation may be noticeable when printed.

2. Convert all spot colors to 4 color process (CMYK)
3. Our maximum ink density is 300.
4. For spread ads, keep all copy and important art at least .25" away from the gutter on each side.

Proofs: A contract proof is recommended, but not required. Only SWOP certified proofs such as Kodak Approval, Creo Iris, and Fujifilm FinalProof are acceptable for matching color on press. A standard GATF or SWOP color bar is to be included on the proof, but is not necessary in the digital file. Go to www.swop.org for more information.

Terms And Conditions

A contract consists of 12 consecutive months. Publisher reserves the right to limit amount of advertising and to reject any advertising which, in their opinion, does not conform to the standards of the publications. All advertisements are published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based on the contents or subject matter of such advertisements, including, without limitations, claims or suits for libel, violations of right of privacy, plagiarism and copyright infringement. Cancellations not accepted, unless received in writing prior to space reservation closing date. Covers are not cancelable. Options on cover positions must be exercised at least 30 days prior to four-color closing date. If order is not received by such date, cover options automatically lapse. All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to changes upon notice from publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective with out incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Conditions other than rates are subject to change by publisher without notice. Invoices are due upon receipt. Interest is assessed at 1.5% per month more than 30 days past due. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agency ordered and which advertising was published. No amendment to the credit terms shall be effective unless the same is in writing and signed by Pace Communications. If a past due balance is placed with an outside collection service or attorney, advertiser/Agency agrees to reimburse all costs of collection. Orders which contain rates and/or conditions which vary from the rates and conditions listed herein shall not be binding on Southwest Airlines Spirit unless expressly approved in writing by the publisher and may be inserted and charged for at the actual rate schedule. Publisher does not assume any liability for error in key number or advertising index listings. Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues of the magazines (or for any failure to provide reference or access to all or any part of the advertising on the Web sites) because of strikes, work stoppages, accidents, fires, acts of God, war or terrorism, or any other circumstances not within the control of the publisher. Publisher shall not be subject to any liability whatsoever for any failure to provide reference or access to all or any part of the advertising on the Web sites due to systems failures or other technological failures of the Web sites or the Web. When a contract for advertising or frequency rate is cancelled, the advertiser will be billed at the open rate or frequency rate applicable to the quantity of space used. If any controversy should arise between the parties in the performance, interpretation or application of this advertising AGREEMENT, the dispute shall be determined in Greensboro, North Carolina in accordance with the Rules for Commercial Arbitration of the American Arbitration Association. The decision of the arbitrator(s) shall be final and conclusive upon both parties.

Bonnie McElveen-Hunter, President and CEO

Southwest Airlines Spirit Magazine

Pace Communications / 1301 Carolina Street / Greensboro, North Carolina 27401 / phone 336.383.5599 / fax 336.383.5575 / pacecommunications.com

Internet Gateway

Directions for Sending Files/Folders to Pace Communications

1) Have the file/folder you are sending compressed as a .sit or .sitx and ready to send. Compression is not required, but preferred unless you are sending only a pdf.

Your file/folder name must be less than 30 Characters in length including spaces, periods, etc.

Also, in addition to the native files, you MUST include a low or high res pdf as a content proof.

2) Go to internet site <http://internetgateway.wamnet.com>. **If you are using OSX, do not use Internet Explorer..instead use Safari or Firefox.**

3) Type the username and password in lowercase:

User Name - pacegateway **Password** - wamprod

Select "Secure" and click on the submit button.

4) This window(right) will appear on your screen.

Select Send/Create Package; a new window will open.



5) In the new window click on the top "Browse" button. Next navigate to the compressed folder or file you are sending; click "Open" to select folder or file. Note that if you do not compress the folder, you have to send each file separately. It will be much easier if the folder is compressed!

The 'Select Files' form contains a list of 10 file selection rows. Each row has a text input field and a 'Browse...' button. Below the list is the 'Complete Metadata Information' section, which includes a dropdown for 'Select Job Ticket' (set to 'Pace Communications'), a 'Complete Job Ticket' button, and input fields for 'Job ID' and 'Client ID'. At the bottom is the 'Select Delivery Options' section, featuring a 'Delivery Notification Email' input field and 'Cancel' and 'Submit' buttons. Arrows indicate the 'Browse...' button for File 1, the 'Complete Job Ticket' button, and the 'Submit' button.

Example of how to fill out job ticket

The 'Pace Communications*' job ticket form includes the following fields: 'Magazine' (US Airways Magazine and Delta Sky), 'Issue' (April 2008), 'Advertiser' (George's Restaurant), 'Who are the materials for' (Greg Oorder), 'If material needs to be fixed contact' (Joe Smith), 'Telephone Number' (555-555-5555), 'eMail' (joe.smith@georges.com), and 'Additional Information' (Please use this ad for both US Airways and Delta Sky). The form ID is 0FBC2A64; F73b8821.res; ver 3; 02/13/0.

6) Click on "Complete Job Ticket" and a new window will open. Fields with an asterick to the right are required, all others are optional. Click "Submit" after filling out the ticket.

7) It is not necessary to type anything into the "Delivery Notification Email" line as Pace is notified when files are uploaded. However, if you would like to receive an email notification you may type your address here.

8) Click the "Submit" button. A progress bar will show up. Once it reaches 100% you will then get a window stating the folder/files have been successfully added. This is also a summary window showing sending information.

10)Exit site.

The 'Package Information and Contents' summary window displays the following information:

- Successfully Added Package 607217-120. [Create Another Package.](#)
- Package Information**

| | |
|----------------|---------------------------------------|
| Sent To: | Pace Communications - ENAD 1 (574017) |
| Package ID: | 607217-120 |
| Size: | 2.76 MB |
| Date Received: | 28 Feb 2008 16:06 |
| Status: | Created |
| Status Date: | 28 Feb 2008 16:06 |
- Job Ticket Information**

| | |
|-------------|-----------------------------------|
| Job ID: | US Airways Magazine and Delta Sky |
| Client ID: | April 2008 |
| Job Ticket: | Included |
- Files**

| Displaying 1 Item | |
|---------------------|---------|
| File Name | Size |
| 51476_BLC USAir.pdf | 2.76 MB |