

spirit

SOUTHWEST AIRLINES

2012 E-MEDIA KIT

Fast Facts 2012

FAST FACTS ABOUT SOUTHWEST AIRLINES 2010-2011

Total Passengers Carried in 2010	113,747,458
Daily Departures	more than 3,300 flights a day
Cities Served	73
States Served	38
Number of Boeing 737 Jets Operated	559
Average Aircraft Trip Length	653 miles
Average Duration of Flight	1 hour, 53 minutes
Total Operating Revenue	\$10.4 billion
Net Income	\$143 million
Total Southwest Employees	35,000+

U.S. Department of Transportation T-100 Report (2010)

- Ranked No. 1 or No. 2 in terms of passengers boarded in 79.2% of the airports served
- southwest.com was the 2nd largest travel site and largest airline site in terms of unique visitors
- Southwest Airlines offers Fly-By-Lanes, a priority security lane access for its Business Select and Rapid Reward A-List Customers at various airports.
- SWABIZ, a free online booking tool for business travelers to plan, purchase, and track business travel – 66% of Fortune 500 Companies are enrolled.
- In March 2010, Southwest Airlines ranked #4 on *FORTUNE* Magazine's Most Admired Company list and is the highest ranking commercial airplane.

FUN STATS

Soda/Water/Juice Cans Served	63.2 million cans
Alcoholic Beverages Served	14.3 million
Bags of Pretzels Served	14 million
Bags of Peanuts Served	90.8 million
Snackpaks Served	17.7 million
Other Kinds of Snacks Served	33.5 million
Jet Fuel Used	1.5 billion gallons
Cargo/Mail Moved	182 million pounds

Source: Southwest Airlines



Onboard Passengers by City 2012

(Southwest Airlines is the #1 or #2 carrier to 79.2% of markets it serves)

City	Passengers	Share	Rank
Las Vegas	8,126,588	44.3%	# 1
Chicago-Midway	7,916,215	88.0%	# 1
Phoenix	6,162,044	32.7%	# 2
Baltimore	6,147,241	56.1%	# 1
Denver	4,979,548	20.1%	# 3
Houston-Hobby	4,344,459	89.3%	# 1
Dallas-Love	4,089,089	97.2%	# 1
Orlando	3,826,596	24.6%	# 1
Los Angeles	3,673,500	16.9%	# 3
Oakland	3,597,452	75.9%	# 1
San Diego	3,388,958	40.2%	# 1
St. Louis	2,880,657	46.0%	# 1
Tampa	2,815,009	34.8%	# 1
Nashville	2,700,685	57.7%	# 1
Sacramento	2,428,677	53.8%	# 1
Kansas City	2,282,979	44.1%	# 1
San Jose, CA	2,231,815	54.4%	# 1
Albuquerque	1,889,771	60.4%	# 1
Philadelphia	1,795,222	13.7%	# 2
Fort Lauderdale	1,748,850	19.0%	# 1
Austin	1,699,444	38.9%	# 1
San Antonio	1,600,544	40.0%	# 1
Orange County	1,544,537	36.0%	# 1
Burbank	1,543,933	67.2%	# 1
San Francisco	1,446,185	9.5%	# 4
New Orleans	1,388,478	33.3%	# 1
Seattle/Tacoma	1,372,865	9.7%	# 3
Salt Lake City	1,351,678	13.7%	# 2
Ontario, CA	1,317,393	54.6%	# 1
Portland	1,279,429	20.0%	# 2
Reno	1,075,024	56.1%	# 1
Raleigh/Durham	1,046,049	23.8%	# 1
El Paso	1,012,025	57.9%	# 1
Providence	987,450	51.2%	# 1
Columbus	878,937	28.0%	# 1
Long Island-MacArthur	810,945	94.7%	# 1
Manchester	808,182	58.7%	# 1
Birmingham	775,063	49.4%	# 1
Pittsburgh, PA	759,177	19.3%	# 2

City	Passengers	Share	Rank
Buffalo	724,263	28.0%	# 1
Jacksonville	682,547	24.4%	# 2
Boston	678,916	5.8%	# 6
Oklahoma City	678,591	37.6%	# 1
Hartford	667,315	25.4%	# 2
Indianapolis	664,918	18.0%	# 2
Tucson	620,571	33.9%	# 1
Omaha	597,941	28.5%	# 1
Tulsa	563,255	38.8%	# 1
Louisville	561,342	33.8%	# 1
Detroit	557,862	3.9%	# 3
Boise	517,451	35.4%	# 1
Minneapolis/St. Paul	504,988	3.5%	# 4
Albany	503,916	40.8%	# 1
Cleveland	503,546	11.3%	# 2
Spokane	479,484	30.9%	# 2
Norfolk	458,603	27.4%	# 1
Little Rock	448,763	38.4%	# 1
Fort Myers	424,190	11.8%	# 4
West Palm Beach	403,358	14.0%	# 4
Milwaukee	397,783	8.3%	# 5
Washington-Dulles	371,800	4.5%	# 5
Lubbock	320,085	61.5%	# 1
Amarillo	315,123	66.8%	# 1
New York-La Guardia	312,168	2.7%	# 9
Midland/Odessa	280,547	61.8%	# 1
Harlingen	274,654	76.1%	# 1
Jackson, MS	227,074	35.4%	# 1
Panama City, FL	156,782	48.4%	# 2
Corpus Christi	120,288	35.8%	# 2
2010 Southwest Airlines Onboard Passengers	113,747,458		

Service to South Carolina through Charleston and Greenville-Spartanburg began on March 13, 2011; service to New Jersey through Newark begin March 27, 2011.

Service to Atlanta, GA began on February 12, 2012

Source: U.S. Department of Transportation T-100 Report (Year 2010)

Cities Served

(Cities Served By Southwest)

Serving 73 Cities in 38 states

Albany, NY	Houston (Hobby), TX	Orlando, FL
Albuquerque, NM	Indianapolis, IN	Panama City Beach, FL
Amarillo, TX	Jackson, MS	Philadelphia, PA
Atlanta, GA	Jacksonville, FL	Phoenix, AZ
Austin, TX	Kansas City, MO	Pittsburgh, PA
Baltimore, MD	Las Vegas, NV	Portland, OR
Birmingham, AL	Little Rock, AR	Providence, RI
Boise, ID	Long Island, NY	Raleigh/Durham, NC
Boston Logan, MA	Los Angeles, CA	Reno/Tahoe, NV
Buffalo, NY	Louisville, KY	Sacramento, CA
Burbank, CA	Lubbock, TX	Salt Lake City, UT
Charleston, SC	Manchester, NH	San Antonio, TX
Chicago (Midway), IL	Midland/Odessa, TX	San Diego, CA
Cleveland, OH	Milwaukee, WI	San Francisco, CA
Columbus, OH	Minneapolis/St. Paul, MN	San Jose, CA
Corpus Christi, TX	Nashville, TN	Seattle/Tacoma, WA
Dallas (Love Field), TX	New Orleans, LA	Spokane, WA
Denver, CO	New York (LaGuardia), NY	St. Louis, MO
Detroit, MI	Newark, NJ	Tampa Bay, FL
El Paso, TX	Norfolk, VA	Tucson, AZ
Ft. Lauderdale, FL	Oakland, CA	Tulsa, OK
Ft. Myers, FL	Oklahoma City, OK	Washington (Dulles), DC
Greenville/Spartanburg, SC	Omaha, NE	West Palm Beach, FL
Harlingen, TX	Ontario/LA, CA	<small>*Service from Hartsfield-Jackson Atlanta International Airport began February 12, 2012, adding a 38th state and 73rd city to the Southwest Airlines network Source: southwest.com as of March 27, 2011</small>
Hartford, CT	Orange County, CA	

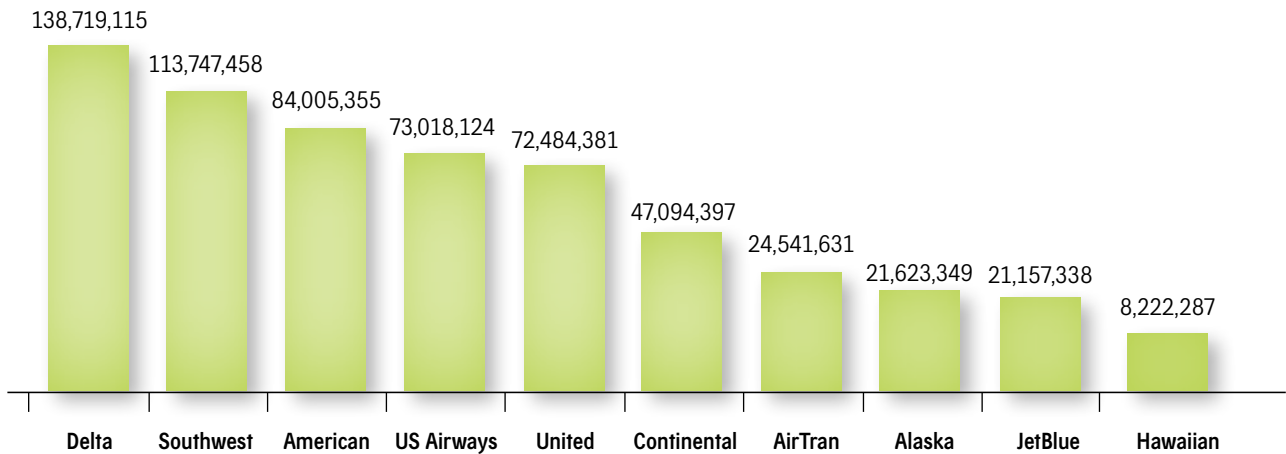


DESCRIPTION	2010 DOMESTIC ONBOARD PASSENGERS
Delta	138,719,115
Southwest	113,747,458
American	84,005,355
US Airways	73,018,124
United	72,484,381
Continental	47,094,397
AirTran	24,541,631
Alaska	21,623,349
JetBlue	21,157,338
Hawaiian	8,222,287

Source: U.S. Department of Transportation T100/Year 2010- Onboard Passengers

Passengers Southwest Airlines

(Passengers Southwest Airlines)



Source: U.S. Department of Transportation T100/Year 2010- Onboard Passengers

Top 10 Airports

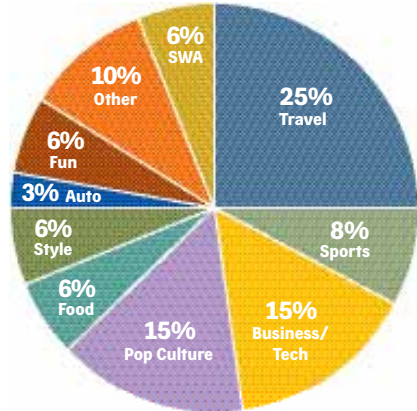
SOUTHWEST AIRLINES TOP TEN AIRPORTS

Cities	Daily Departures	Number of Gates	Nonstop Served
Chicago Midway	226	29	55
Las Vegas	222	19	55
Phoenix	186	24	49
Baltimore/Washington	177	22	46
Denver	154	17	49
Houston Hobby	133	17	33
Dallas (Love Field)	127	15	15
Los Angeles (LAX)	113	11	21
Oakland	107	13	19
San Diego	95	12	19

Source: southwest.com as of March 27, 2011



Editorial Overview



Editorial Content Mix

Designed using sophisticated reader-behavior studies, *Southwest Airlines Spirit* is a general-interest magazine that appeals to the upscale consumer. We explore a wide array of subjects, including pop culture, business, personal technology, sports, health, food, and drink. Unlike any other magazine in its category, *Spirit* lets its sources—from business leaders to celebrities—speak directly to the reader, in their own voices.

(Every Issue)

GARY'S GREETING

The president gets personal (English and Spanish)
Inside information on the world of Southwest Airlines from president Gary Kelly, along with tips for the Southwest customer.

STAR OF THE MONTH

The airline's best
A short, engaging profile of one of Southwest Airlines' 35,000-plus employees. A reader favorite.

FREEDOM STORY

Brief overview of a dedicated Southwest Airlines traveler.
Southwest salutes a Rapid Reward flyer in their own Freedom Story.

FROM THE EDITOR

Focusing the reader's attention
A humorous personal letter that highlights one or two stories and expands upon their themes.

DEAR SPIRIT

Our letters column
Spirit is the most interactive magazine of its kind—not just with its Web strategy but with reader participation. True, we highlight our favorite letters here. But unlike other magazines, every letter gets answered.

YOUR PICTURES

Grab your camera!
Spirit readers feel connected to the magazine and express it in part through photos submitted at spiritmag.com. In fact, a man once proposed to his girlfriend on this page (and she said "yes").

MEDIA CENTER

The best of this month in entertainment
We give the reader short takes on the best media—TV, DVD, film, paperback, hardback, concerts, video games, and more—being released that month. A distinctive graph ties them together. All mediums are accessible to readers regardless of where they live, bringing us back to the goal of full reader participation.

THE NUMBERS

Useful, fun data for travelers
The emphasis now shifts to actionable information with an economic and marketing emphasis, based on trends researched by our field editors. Here *Spirit* picks up the pace with a potpourri of just-in, front-and-center information, with an emphasis on numbers, data, and quick solutions, spanning a range from baby-boomer stats to advertising.

LIFE APPS

The data travelers need, with a flair for the visual

Spirit plots everything travelers need to know—from health, to management to luggage to personal finance to appliances to cocktail recipes—in an interactive, graphic format. They're like iPhone apps applied to life. That's why we call them Life Apps.

BUSINESS PITCH/PERK/HOTEL/ LUNCH/DICTIONARY

Quick hits for busy businesspeople

Our business section gives readers mini-profiles on innovative start-ups as described by their founders ("Business Pitch"), hot new products and experiences for executives ("Business Perk"), the best hotels for business travelers in America ("Business Hotel"), the best dining establishments for business travelers ("Business Lunch") and the latest business jargon ("Business Dictionary"). Take "ping", "big-time", and "bucketize." These words make the rounds in the business world, but do you know where they came from? Or even what they mean? *Spirit* does—or will at least find out in this humorous look into today's business lingo.

YOUR ADVENTURE IN...

Travel guide catered to you

Our interactive guide asks readers questions to gauge their personality and guide them to their ideal hotels, restaurants, shops, and activities. Four main adventures are featured, each one appealing to a different area of interest.

LIFE ADVENTURE

Taking adventures a step further

We break down what it's like to live in a particular city by providing facts on areas like health care, work, and local events. Through interviewing some of the city's most influential people, such as the mayor and CEOs, we let residents explain why their city is a great place to live, work, and play.

FEATURES

Drilling down into the core topics

The feature well beckons the reader's eye to linger on narrative stories and lavish photo spreads, covering travel, pop culture, sports, and health, among other subjects. Past features ranged from a Q&A with "Dirty Jobs" host Mike Rowe to a photo feature on American craftsmen to packages on entrepreneurialism and cocktails ("The Spirit Guide to Spirits").

CALENDAR

A graphic look at the future

Key dates and events for the current and upcoming two months are rendered graphically, followed by a list of events gathered by our field editors. Another favorite.

FUN

Puzzles and more

Our crosswords and puzzles section is the largest and most diverse in the category, and one of the most popular for readers.

BLESSINGS COUNTED

Leaving them inspired

A bit of inspiration as a final gift to readers. We pause to allow a well-known or accomplished person in business or entertainment to give thanks—following the lead of Bing Crosby, who in a popular song counted his blessings.



2012 Editorial Calendar



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March 2012

FEATURE *Let the River Move You* / Call the Colorado America's river—a spectacular, winding, roaring, and (sometimes) placid river that formed the Grand Canyon, helps feed the nation, and offers a world-class outdoor playground. Acclaimed photographer Peter McBride, who grew up on a ranch beside that river, has played in and shot the Colorado from every possible angle. Let him be your personal adventure guide to the very best places to swim, hike, bird, gawk, and even surf. Yes, surf. For 45 minutes per wave.

FEATURE *...It's How You Play the Game* / We see a lot of bad sports on TV these days, which makes the good ones stand out even more. Here, we celebrate the people who compete hard, follow the rules when they have to, and lose heroically. Brad Herzog offers up a star-studded (and sometimes obscure) roster of good athletes with great souls—along with a powerful argument on why they matter so much.

FEATURE *No One is Born a Hero* / In a lifetime, we will impart many gifts to our children. Like the gift that one father is about to give to his daughter: a book of inspiring stories that, some day, will bring out the fighter in her—and so much more. By Brad Meltzer

ADVENTURE IN New Orleans

LIFE ADVENTURE New Orleans

SPECIAL ADVERTISING SECTION Spirit of Virginia

April 2012

PACKAGE *It's Called Play* / Our bodies know it. Our brains know it. Now science has proven it: Adults and kids both need stupid, pointless fun. We offer research, instructions, a 7-year-old expert; plus awesome free shoes courtesy of our "payout" partner, Keen.

FEATURE *Dynamo, Mississippi* / In 2009, gym owner Linda Fondren grew tired of Mississippi being the "heavyweight" champion of the nation for five years running. So she started a program called "Shape Up Vicksburg," and through community outreach, free gym participation on Saturdays, organized walks, and nutrition classes, she led residents in losing a combined 15,000 pounds in the program's first year. By Kate Silver

ADVENTURE IN Orange County, California

LIFE ADVENTURE Orange County, California

SPECIAL ADVERTISING SECTION Destination Texas

May 2012

FEATURE *Trade of the Tools* / One man's personal journey of being a Habitat for Humanity volunteer in Los Angeles. By John Rosenthal

FEATURE *Project Runway* / A behind the scenes look at the "On the Fly," a reality television series about the day-to-day doings at Southwest Airlines that debuts on The Learning Channel on May 24. By John McAlley

FEATURE *Confessions of a TED Fanatic* / By David Hochman

ADVENTURE IN Detroit

SPECIAL ADVERTISING SECTION Spirit of California; Spirit of Houston

***ALL EDIT IS SUBJECT TO CHANGE**

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June 2012

FEATURE *The Power of One* / Through hard work and with a unique vision, these seven people are bringing about positive change in their communities—and across the country.

ADVENTURE IN Omaha

LIFE ADVENTURE Omaha

SPECIAL ADVERTISING SECTION Spirit of New Mexico; Music City: Nashville

July 2012

FEATURE *Oyster Renaissance* / Oysters, long loved as an appetizer and aphrodisiac, have been in decline around the country for decades. But these mollusks can help clean the waterways and their reefs serve as habitats for other organisms. Lately there have been inspiring local efforts all around the country to bring these creatures back. This story offers a first-hand look into the fledging oyster revival, and what it means to our eateries—and environment.
By Jane Margolies

ADVENTURE IN Kansas City, Missouri

LIFE ADVENTURE Kansas City, Missouri

SPECIAL ADVERTISING SECTION Spirit of Nevada; Spirit of Health

August 2012

FEATURE *Roughing It Deluxe* / One of you heads for the trail while the other heads for the spa? You can still have a great vacation together in these 21 places that offer the best of both worlds. We find the best places in America where serious adventure and luxurious relaxation cross paths.

ADVENTURE IN Tampa

LIFE ADVENTURE Tampa

SPECIAL ADVERTISING SECTION Northwest Florida Beaches

September 2012

FEATURE *Learn New Tricks* / A package on self-improvement of the wacky and/or very practical kind. OR...

The Age Issue / What's it like to be a kid these days? What's it like to be a centenarian? This is not a package about aging, it's about living—and changing times. For instance, we'll ask 10 people of varying age (very young to very old) the same question. Will their answers reveal universal truths about the human experience?

ADVENTURE IN Atlanta

LIFE ADVENTURE Atlanta

SPECIAL ADVERTISING SECTION Men's Health; Spirit of Missouri

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October 2012

FEATURE *Read This with Your Eyes Closed* / The darkest spots in America, along with the scariest. Plus a package on things you can do—safely, without embarrassment—with your eyes closed...from the best audio books to headphone reviews to the latest roller coasters.

OR...

The Photography Issue

ADVENTURE IN Colorado Tourism

LIFE ADVENTURE Colorado Tourism

SPECIAL ADVERTISING SECTION Women's Health

November 2012

PACKAGE *The Family Issue* / Stories of family, plus the latest resources that help you research—and maybe improve—your family tree. Plus a huge infographic that helps you understand your genes. What can you blame your ancestors for? Finally, a guide to dealing with the most awkward family situations...like, say, Thanksgiving.

ADVENTURE IN Greenville, S.C.

LIFE ADVENTURE Greenville, S.C.

SPECIAL ADVERTISING SECTION Spirit of Reno-Tahoe

December 2012

PACKAGE *Party!* / A package on how to make the obligatory holiday party a genuine blast, whether at home or with co-workers. Plus an essay on editorial director Jay Heinrichs' dad, a frustrated inventor who built a volcano, a caveman mini-golf course, a basement waterfall (with fish), and basically dedicated every moment of his free time to theme parties—all of them disappointing, occasionally hilariously so.

ADVENTURE IN TBD

LIFE ADVENTURE TBD

SPECIAL ADVERTISING SECTION Spirit of Florida; Health Resolutions

***ALL EDIT IS
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TO CHANGE**

3.20.12

Edit and Special Advertising Sections Calendar 2012



JANUARY

*Closing date: Nov. 15
Materials deadline: Nov. 21*

ADVENTURE IN: LAS VEGAS

*Closing date: November 8
Materials deadline: November 14*

FEBRUARY

*Closing date: Dec. 14
Materials deadline: Dec. 21*

HEART HEALTH SPIRIT OF EDUCATION ADVENTURE IN: PHOENIX

*Closing date: December 8
Materials deadline: December 14*

MARCH

*Closing date: Jan. 13
Materials deadline: Jan 21*

SPIRIT OF VIRGINIA ADVENTURE IN: NEW ORLEANS

*Closing date: January 6
Materials deadline: January 13*

APRIL

*Closing date: Feb. 14
Materials deadline: Feb. 21*

DESTINATION TEXAS ADVENTURE IN: ORANGE COUNTY, CALIFORNIA

*Closing date: February 6
Materials deadline: February 13*

MAY

*Closing date: Mar. 15
Materials deadline: Mar. 20*

SPIRIT OF CALIFORNIA SPIRIT OF HOUSTON ADVENTURE IN: DETROIT

*Closing date: March 6
Materials deadline: March 14*

JUNE

*Closing date: Apr. 13
Materials deadline: Apr. 20*

SPIRIT OF NEW MEXICO MUSIC CITY-NASHVILLE ADVENTURE IN: OMAHA

*Closing date: April 5
Materials deadline: April 13*

JULY

*Closing date: May 15
Materials deadline: May 21*

SPIRIT OF NEVADA SPIRIT OF HEALTH ADVENTURE IN: KANSAS CITY, MISSOURI

*Closing date: May 7
Materials deadline: May 14*

AUGUST

*Closing date: Jun. 14
Materials deadline: Jun. 20*

NORTHWEST FLORIDA BEACHES ADVENTURE IN: TAMPA

*Closing date: June 4
Materials deadline: June 12*

SEPTEMBER

*Closing date: Jul. 13
Materials deadline: Jul. 20*

MEN'S HEALTH SPIRIT OF MISSOURI ADVENTURE IN: ATLANTA

*Closing date: July 6
Materials deadline: July 12*

OCTOBER

*Closing date: Aug. 14
Materials deadline: Aug. 20*

WOMEN'S HEALTH ADVENTURE IN: COLORADO TOURISM

*Closing date: August 7
Materials deadline: August 14*

NOVEMBER

*Closing date: Sept. 14
Materials deadline: Sept 20*

SPIRIT OF RENO-TAHOE ADVENTURE IN: GREENVILLE, S.C.

*Closing date: September 4
Materials deadline: September 12*

DECEMBER

*Closing date: Oct. 12
Materials deadline: Oct 19*

SPIRIT OF FLORIDA HEALTH RESOLUTIONS ADVENTURE IN: TBD

*Closing date: October 3
Materials deadline: October 11*

*All subject to change

Demographic Profile

AUDIENCE PER ISSUE	2,996,000
READERS PER COPY	6.5
MEDIAN AGE	45.8
MEDIAN HOUSEHOLD INCOME (HHI)	\$114,577
MEDIAN PERSONAL INCOME (IEI)	\$70,994
MEDIAN VALUE OF HOME	\$337,668

Southwest Spirit		
Demographics	Comp%	Index
Men	53.1%	110
Women	46.9%	91
Married	56.6%	105
Single	43.3%	94
Age		
Age 25-54	66.9%	122
Age 35-49	32.9%	120
Age 35-54	47.6%	129
Education		
College Educated	85.5%	155
Graduated College or Further	58.9%	216
Post-Graduate Degree	24.7%	262
Employment		
Professional/Managerial	52.8%	233
Top Management	12.4%	301
Home Ownership		
Owns a Home	71.6%	104
Value of Owned Home: \$300,000+	40.9%	226
Value of Owned Home: \$500,000+	19.3%	304
Affluence		
HHI \$100,000+	57.6%	231
HHI \$150,000+	31.5%	313
HHI \$200,000+	17.0%	389
IEI \$75,000+	37.6%	363
IEI \$100,000+	25.0%	448
IEI \$150,000+	13.2%	655

Source: 2011 GfK MRI Fall

National Rates

Four Color	1X	3X	6X	9X	12X
Full Page	\$41,454	\$40,248	\$39,427	\$38,888	\$37,905
2/3 Page	\$31,667	\$30,745	\$30,116	\$29,705	\$28,953
1/2 Page	\$26,537	\$25,764	\$25,244	\$24,898	\$24,267
1/3 Page Vertical	\$19,968	\$19,389	\$18,994	\$18,735	\$18,255
1/3 Page Square	\$18,154	\$17,626	\$17,267	\$17,031	\$16,596
TWO-COLOR					
Full Page	\$34,487	\$33,486	\$32,800	\$32,354	\$31,535
2/3 Page	\$26,343	\$25,580	\$25,055	\$24,716	\$24,093
1/2 Page	\$22,080	\$21,439	\$20,996	\$20,709	\$20,187
1/3 Page Vertical	\$16,617	\$16,130	\$15,802	\$15,588	\$15,189
1/3 Page Square	\$15,106	\$14,663	\$14,367	\$14,170	\$13,808
BLACK & WHITE					
Full Page	\$31,922	\$30,992	\$30,356	\$29,943	\$29,183
2/3 Page	\$24,382	\$23,679	\$23,191	\$22,877	\$22,297
1/2 Page	\$20,434	\$19,838	\$19,433	\$19,169	\$18,686
1/3 Page Vertical	\$15,373	\$14,928	\$14,626	\$14,427	\$14,058
1/3 Page Square	\$13,975	\$13,570	\$13,297	\$13,115	\$12,780
COVER					
2 or 3	\$48,563	\$47,154	\$46,186	\$45,556	\$44,404
4	\$52,738				

Southwest Airlines Spirit is published on the 1st of each month.
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 Recognized AAAA agencies receive a 15% agency discount.
 *Two color rates apply to black + one color only.

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 424.228.5241
 hilary.myrick@paceco.com

Southeast
Erin O'Brien
 336.383.5825
 erin.obrien@paceco.com

Northeast
Diane Ciaglia
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Midwest
Bridget McBride
 773.248.8771
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2012 DEADLINES

Issue	Space	Materials
January	11/15/11	11/21/11
February	12/14/11	12/21/11
March	1/13/12	1/20/12
April	2/14/12	2/21/12
May	3/15/12	3/20/12
June	4/13/12	4/20/12
July	5/15/12	5/21/12
August	6/14/12	6/20/12
September	7/13/12	7/20/12
October	8/14/12	8/20/12
November	9/14/12	9/20/12
December	10/12/12	10/19/12

Space Reservation: 45 days prior to issue date.

Material: 40 days prior to issue date.

Reader Service Listing: 45 days prior to issue date.

Web site Listings: 35 days prior to issue date.

GUARANTEED POSITIONS:

10% premium added to earned rate.

PRODUCTION CHARGES: (non-commissionable)

Split Runs: 50/50 split (each split): \$1,750

Perfect Split: (each split): \$2,100

Bind in Charges, BRC, and Supplied Inserts: \$1,320-\$2,800 net.

COUPON ADS: Must be indicated when space reserved.

BRC CARDS: (Advertiser supplied / or printed by Publisher)

Rates on request. Purchase of back-up page required for all BRC cards.

MULTI-PAGE INSERTS: (Advertiser supplied / or printed by Publisher)

Rates on request.

READER SERVICE & WEB SITE LISTING: All display advertisers are eligible to participate free of charge in Southwest Airlines Spirit's Reader Service, online and in print.

PAYMENT TERMS:

Invoices are due upon receipt with approved credit. Interest is assessed at 1.5% per month more than 30 days past due. 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.

BLEED ADS

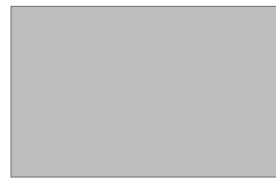
Ad Size	Dimensions	Live Area
Full Page	7.5" x 10.5"	7.0" x 10.0"
2/3 Page Vertical	4.875" x 10.5"	4.375" x 10.0"
1/2 Page Vertical	4.875" x 7.625"	4.375" x 7.125"
1/2 Page Horizontal	7.5" x 5.125"	7.0" x 4.625"
1/3 Page Vertical	2.5" x 10.5"	2.0" x 10.0"
Spread	Create as two single pages	

* **Bleed Ads:** Create page layout document to dimension listed above, then pull .125" bleed on ALL four sides to fulfill bleed requirements. **NOTE: Critical design and type elements must stay within the LIVE AREA area listed above.**

NON-BLEED ADS

Ad Size	Dimensions
Full Page	7.0" x 10.0"
2/3 Page Vertical	4.625" x 10.0"
1/2 Page Vertical	4.625" x 7.375"
1/2 Page Horizontal	7.0" x 4.875"
1/3 Page Vertical	2.25" x 10.0"
1/3 Horizontal	4.625" x 4.875"

** **Non-Bleed Ads** (ads that do not touch trim): Create page layout document to Non-Bleed dimension listed above.



SPREAD



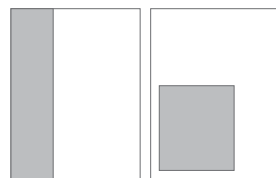
FULL

2/3 PAGE
(VERTICAL ONLY)



1/2 PAGE
(HORIZONTAL)

1/2 PAGE
(VERTICAL)



1/3 PAGE
(VERTICAL)

1/3 PAGE
(HORIZONTAL)

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 these rules:

1. **Crop and registration marks, if included, should be offset .25" so that they are outside of the bleed area.**
2. 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.

2012

MATERIAL DEADLINES

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January	11/21/11
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July	5/21/12
August	6/20/12
September	7/20/12
October	8/20/12
November	9/20/12
December	10/19/12

MATERIALS

Southwest Airlines
Spirit Magazine
ATTN: Production
Amy Zuker
1301 Carolina Street
Greensboro, NC 27401
336.383.5624
Fax: 336.378.8269
amy.zuker@paceco.com

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 cancellable. 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