

2010 NATIONAL RATES

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Four Color	1X	3X	6X	9X	12X
Full Page	\$37,600	\$36,506	\$35,761	\$35,273	\$34,381
2/3 Page	\$28,723	\$27,887	\$27,316	\$26,943	\$26,261
1/2 Page	\$24,070	\$23,369	\$22,897	\$22,583	\$22,011
1/3 Page Vertical	\$18,112	\$17,586	\$17,228	\$16,993	\$16,558
1/3 Page Square	\$16,466	\$15,987	\$15,662	\$15,448	\$15,053

Two Color*	1X	3X	6X	9X	12X
Full Page	\$31,281	\$30,373	\$29,751	\$29,346	\$28,603
2/3 Page	\$23,894	\$23,202	\$22,726	\$22,418	\$21,853
1/2 Page	\$20,027	\$19,446	\$19,044	\$18,784	\$18,310
1/3 Page Vertical	\$15,072	\$14,630	\$14,333	\$14,139	\$13,777
1/3 Page Square	\$13,702	\$13,300	\$13,031	\$12,853	\$12,524

Black & White	1X	3X	6X	9X	12X
Full Page	\$28,954	\$28,111	\$27,534	\$27,159	\$26,470
2/3 Page	\$22,115	\$21,478	\$21,035	\$20,750	\$20,224
1/2 Page	\$18,534	\$17,994	\$17,626	\$17,387	\$16,949
1/3 Page Vertical	\$13,944	\$13,540	\$13,266	\$13,086	\$12,751
1/3 Page Square	\$12,676	\$12,308	\$12,061	\$11,896	\$11,592

Covers	1X	3X	6X	9X	12X
2 or 3	\$44,048	\$42,770	\$41,892	\$41,321	\$40,276
4	\$47,835				

FOR MORE INFORMATION CONTACT:

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2010 DEADLINES

Issue	Space	Materials
January	11/13/09	11/19/09
February	12/14/09	12/18/09
March	1/14/10	1/21/10
April	2/11/10	2/18/10
May	3/11/10	3/18/10
June	4/15/10	4/22/10
July	5/14/10	5/20/10
August	6/15/10	6/22/10
September	7/15/10	7/22/10
October	8/12/10	8/19/10
November	9/15/10	9/22/10
December	10/14/10	10/22/10

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.

Southwest Airlines Spirit is published on the 1st of each month.

Rates are effective with the January 1, 2009 issue.

Recognized AAAA agencies receive a 15% agency discount.

*Two color rates apply to black + one color only.

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

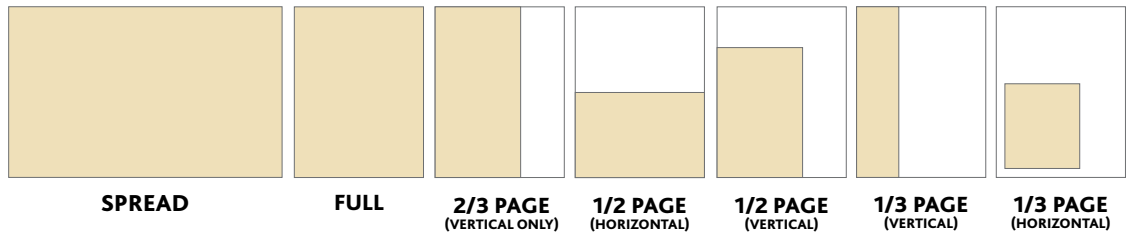
Ad Size	Dimensions	Live Area
Full Page	7.5" x 10.5"	7.0" x 10.0"
2/3 Page Vertical	4.875" x 10.5"	4.375" x 10.0"
1/2 Page Vertical	4.875" x 7.625"	4.375" x 7.125"
1/2 Page Horizontal	7.5" x 5.125"	7.0" x 4.625"
1/3 Page Vertical	2.5" x 10.5"	2.0" x 10.0"
Spread	Create as two single pages	

* **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.



2010 MATERIAL DEADLINES

Issue	Deadline
January	11/19/09
February	12/18/09
March	1/21/10
April	2/18/10
May	3/18/10
June	4/22/10
July	5/20/10
August	6/22/10
September	7/22/10
October	8/19/10
November	9/22/10
December	10/21/10

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.

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