



U·S AIRWAYS

Lifestyle 365

2008 In-Flight Program Dates & Material Specifications

Airdate	Space Close	Materials Due	Approval Deadline
January	October 05, 2007	Oct. 12, 2007	Oct. 29, 2007
February	November 02, 2007	Nov. 9, 2007	Nov. 26, 2007
March	November 30, 2007	Dec. 7, 2007	Dec. 26, 2007
April	January 04, 2008	Jan. 11, 2008	Jan. 30, 2008
May	February 01, 2008	Feb. 8, 2008	Feb. 26, 2008
June	February 29, 2008	Mar. 7, 2008	Mar. 25, 2008
July	April 05, 2008	Apr. 12, 2008	Apr. 30, 2008
August	May 09, 2008	May 16, 2008	Jun. 04, 2008
September	June 06, 2008	Jun. 16, 2008	Jul. 03, 2008
October	July 04, 2008	Jul. 11, 2008	Aug. 28, 2008
November	August 08, 2008	Aug. 15, 2008	Sept. 01, 2008
December	September 05, 2008	Sept. 12, 2008	Sep. 29, 2008

Video Formats & Info:

ALL Video must be NTSC.

Prefer BetaSP format.

Other formats (DV/DVCAM, DVC-PRO, Digi-Beta) can be converted for a nominal fee.

Prefer SPLIT Audio mix (VO separate from music and SFX). Stereo/Mixed tapes ONLY accepted for pre-produced spots that do NOT require additional editing.

All tapes must be labeled appropriately. (Air Date, Client, Title)

All Footage returned to sender (unless noted otherwise) upon program completion & full

Logo Formats & Info:

All Logos should be designed in CMYK or grayscale colorspaces.

Prefer Illustrator/EPS/Vector formats.

MINIMUM Requirements: Save in TIFF/JPG format in CMYK or grayscale color space. All scaling done at 300dpi at 100%.

Client's URL needed and verified for use in Airline Magazine.

Shipping Info:

In-Flight Media Associates

Production Department
1646 North Coast Highway 101

Full Page Print Ad Specs

Standard Unit	Bleed Unit	Live Area
8 1/2" x 10 7/8"	8 1/4" x 11 1/8"	7 1/2" x 9 7/8"

Additional Information

Footage Releases are required for ALL footage provided by the client. These will be provided to you by IMA.

Location Releases are required for ALL location work. These will be provided to you by IMA.

IMA is not liable for materials sent. Therefore we encourage duplication of important materials prior to shipment.

An FTP site is available, upon request, for electronic transfer of digital documents.

Important Contacts

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