












AIR CANADA ENROUTE PRINT ADVERTISEMENT



AIR CANADA ENROUTE MAGAZINE

		AD SIZE	WITH BLEED	TYPE SAFETY
	Double-Page Spread*	17.375" x 10.875"	17.625" x 11.125"	16.25" x 10.125"
	Full Page	8.6875" x 10.875"	8.9375" x 11.125"	7.9375" x 10.125"
	1/2 Page Spread*	17.375" x 5.357"	17.625" x 5.607"	16.25" x 4.857"
	1/2 Page Horizontal	8.6875" x 5.357"	8.9375" x 5.607"	8.1875" x 4.857"
	1/2 Page Vertical	4.26" x 10.875"	4.51" x 11.125"	3.76" x 10.375"
	1/3 Page Horizontal	8.6875" x 3.52"	8.9375" x 3.77"	8.1875" x 3.02"
	1/3 Page Vertical	2.9514" x 10.875"	3.2014" x 11.125"	2.4514" x 10.375"
	1/5 Page Horizontal	8.6875" x 2.022"	8.9375" x 2.272"	8.1875" x 1.522"

AIR CANADA ENROUTE ÉDITION MAGAZINE

	Double-Page Spread*	12.5" x 9"	12.75" x 9.25"	12" x 8.5"
	Full Page	6.25" x 9"	6.5" x 9.25"	5.75" x 8.5"
	1/2 Page Spread*	12.5" x 4.025"	12.75" x 4.275"	12" x 3.525"

AIR CANADA ENROUTE SPECIAL STYLE ISSUE

	Double-Page Spread*	13.5" x 10"	13.75" x 10.25"	12.375" x 9.25"
	Full Page	6.75" x 10"	7" x 10.25"	6" x 9.25"

AIR CANADA ENROUTE INFLIGHT ENTERTAINMENT SYSTEM GUIDE

		AD SIZE	WITH BLEED	TYPE SAFETY
	Double-Page Spread*	13.5" x 10"	13.75" x 10.25"	13" x 9.5"
	Full Page	6.75" x 10"	7" x 10.25"	6.25" x 9.5"

AIR CANADA ENROUTE AMBIENT MEDIA

		AD SIZE	WITH BLEED	TYPE SAFETY
	Air Canada Café**	8.5" x 10.5"	8.75" x 10.75"	8" x 10"

FILE REQUIREMENTS

PDF/X1 with fonts embedded, all images saved in CMYK.

AD FILE DETAILS

Font: Black text at least as bold as Helvetica 6 pt Regular; reverse and coloured text at least as bold as Helvetica 8 pt Regular.

Rules: Do not use any hairline rules.

Black Rules: 0.25 point minimum.

Colour Rules: 0.5 point minimum.

Photos: 300 DPI, CMYK mode. Maximum density should not exceed 300.

Colours: CMYK colours only. NO PANTONE COLOURS!

Crop Marks: Crop & registration marks and colour bars must be offset by 0.25".

Rich Blacks: Use 100K combined with 40C to provide rich black. To be used for background colour or titles with large/heavy fonts

Trapping: Do not perform trapping. Printer will perform trapping.