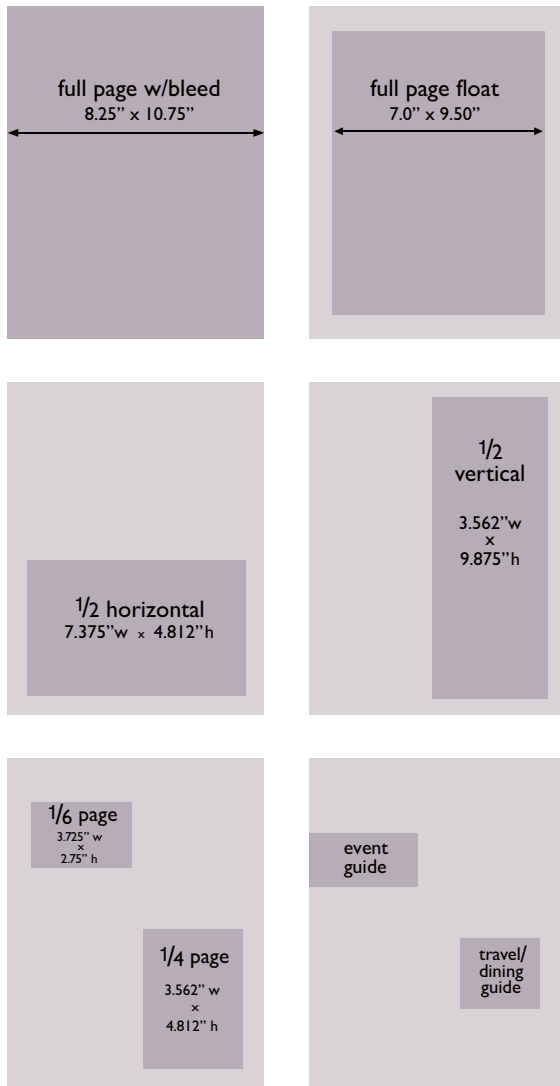


Ad Production Specifications



DISPLAY ADS TO BE PROVIDED DIGITALLY:

ACCEPTED FORMATS:

Macintosh Illustrator .eps (accepted only as .eps with fonts converted to outlines and all images embedded), Photoshop .tiff (must be 300dpi, CMYK). High-resolution, Press-quality PDF's. Do NOT export PDFs directly from Quark. Please call or download job options from our website. All files MUST be CMYK.

ACCEPTED MEDIA:

CD and DVD only.
Email files under 10MB to: ads@gopubinc.com.

REQUIREMENTS:

All fonts and support files for InDesign files must be included. All photos must be 300dpi CMYK .tiffs. Line-art and type must be 1200dpi. Disks must be accompanied by a reputable color proof. Go! Publications, Inc. does not guarantee the quality or appearance of any ad that does not include a reputable color proof.

Special section ads (except the Business Class section) are produced by Go! Publications, Inc. free of charge. Please send a photo and copy as specified. **Photo:** Please provide a High-resolution digital photo. Horizontal fits format best. (Vertical format is best for Events) Photo can be in color or b&w. Photos provided as files must be professionally scanned at 300dpi and are accepted on CD or DVD or as an email attachment. **Copy:** For Travel, Dining, and Event Guides please provide 40 words. For Business Profiles please provide 200 words. Email or fax accepted.

PLEASE CALL FOR FTP INFORMATION.

We will provide a proof for Special Section ads and ads we produce. We do not provide proofs for finished materials, or ads picked up from previous issues.

Failure to provide digital art by deadline may result in additional fees.

SPREADS & BLEEDS: All live matter (copy, borders, etc.) must be at least 1/2" from the trim size and gutter.

SEND MATERIALS AND PAYMENT:

Go! Publications, Inc.
205 N. 10th St.,
Suite B-100,
Boise, ID 83702

PHONE: 208-333-9990

FAX: 208-333-9991

EMAIL: ads@gopubinc.com
info@gopubinc.com

WEB: www.gopubinc.com
www.skywestmagazine.com

	width"	height"
Trim Size	8.0"	10.50"
Bleed Size	8.25"	10.75"
Live Area	7.0"	9.50"
	width"	height"
two-page spread	16.50	10.75
full-page w/bleed	8.25	10.75
full-page float	7.0	9.50
1/2 horizontal	7.375	4.812
1/2 vertical	3.562	9.875
1/4 page	3.562	4.812
1/6 page	3.725	2.75