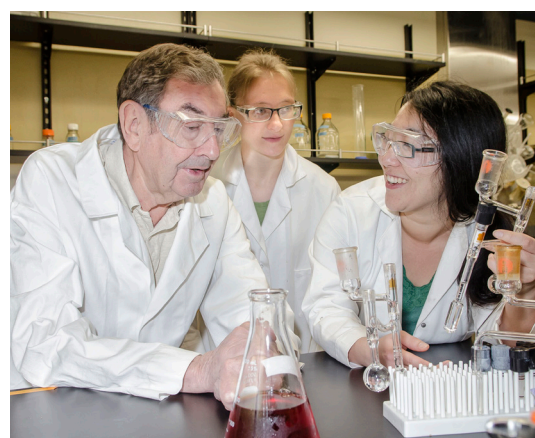


PROFILE

NOVEMBER  
2018

# Pasadena







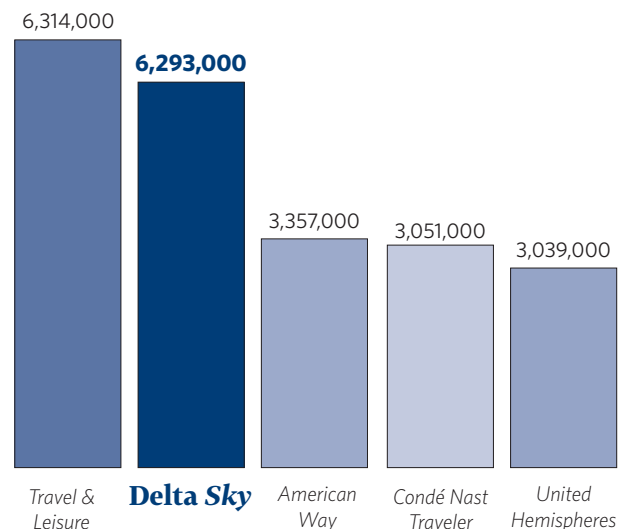
# Profile Pasadena

## BE PART OF THE STORY

► *Sky Magazine* will highlight the successful business climate and cultural environment of Pasadena in the November 2018 issue. This dedicated feature demonstrates to *Sky's* 6.3 million monthly readers why Pasadena is a great place to live, work, play and visit.

Profile Pasadena will showcase the vibrant, diverse landscape of the region and offer an ideal environment to help attract business investment, new residents, visitors and talent!

► Each month *Sky* has more readers than *American Way*, *Condé Nast Traveler*, and *United Hemispheres*.





## ► Delta Sky: Reaching the World

Sky offers a unique opportunity to engage prospects and hold their attention. No business interruptions. No family distractions. No drive-by meetings. Consumers can relax and engage with Profile Pasadena's world-class business and tourism content uninterrupted.

## Sky delivers your target audience.

	Delta Sky	Forbes	Fortune	The Economist
Audience	6,293,000	6,734,000	2,407,000	2,084,000
HHI \$150,000+	2,413,000	1,831,000	599,000	771,000
College Educated	5,264,000	4,760,000	1,940,000	1,861,000
Post-Grad Degree	1,212,000	936,000	661,000	990,000
Professional/Managerial	2,727,000	2,183,000	949,000	1,194,000
Median Age	46	42	47	49
Male	51%	62%	71%	61%
Female	49%	38%	29%	39%
CPM Profile	\$3.18	\$25.24	\$75.10	\$30.17

## Advertising Rates

AD SIZE	OPEN RATES	PROFILE RATES (NET)	NON-PROFIT RATES
FULL PAGE	\$50,740	\$18,000	\$15,000
HALF PAGE	\$30,440	\$10,000	\$8,000
SPREAD	\$96,420	\$32,000	\$29,000

## Advertising Deadlines

SPACE	9/12/2018
MATERIALS	9/21/2018



## ► Profile Advertising Information:

**NOTE ABOUT ADVERTISING IN DELTA SKY:** "Delta" may not be used in any ad without permission, and cannot be used as part of a URL for tracking. All ads with advertorial/editorial-style presentation must have "PROMOTION" placed top-of-page in readable font (min 7pt font). **Content and placement of all advertising subject to Delta Air Lines' approval.** All images & copy should be airline/flying-safety conscious, i.e. words such as crash, terror, grounded etc. will not be allowed. Additionally, **images of shipping, cargo, freight, hunting, firearms or airplanes will not be allowed to appear in any advertisement.** Any questions or concerns, please contact MaryBeth Hachiya, Advertising Manager at 612.313.1788/mhachiya@deltaskymag.com. We will work with you to make sure your ad meets Delta Air Lines' requirements.

### PROFILE SERIES ADVERTISING MECHANICALS

	TRIM	BLEED	NON-BLEED
Full page	8 x 10.5	8.25 x 10.75	7 x 9.625
1/2 Page	8 x 5.187	8.25 x 5.437	7 x 4.625
Spread*	See specs below		

#### HOW TO FURNISH:

- For files 10MB and under, email directly to Jonathan Benson at:  
[jbenson@deltaskymag.com](mailto:jbenson@deltaskymag.com)
- For files over 10MB, upload via:  
[www.mspaduploader.com](http://www.mspaduploader.com)  
username: mspads  
password: sonic

**You will receive a confirmation email if your ad is successfully submitted. If you do not receive an email, we do not have your ad, please contact us.**

**PREFERRED FILE FORMAT:** High-resolution (300 dpi) Adobe PDF or PDF/X-1a with embedded fonts, CMYK color and flattened transparency.

**ACCEPTED NATIVE FILE FORMATS:** Adobe InDesign, Illustrator or Photoshop. All images/elements must be 300 dpi at 100% size; TIFF or EPS preferable to JPEG format.

**PRINTING SPECS:** Heat-set, web offset, 133 line screen, perfect bound, 8" x 10.5" trim.

**BLEED ADS:** Create ad to specified trim size and pull 0.125" bleed on all four sides. Bleeds either trim out during manufacturing or, in the case of fractional ads, crop out during magazine layout where applicable. Bleed ads should include crop marks for ensured positioning. Keep critical design and type elements a minimum 5/16" inside trim space (live area).

**SPREAD ADS:** Create as two single Full Pages. Perfect alignment of type or design across gutter is not guaranteed.

**NON-BLEED ADS:** Create page layout document to specified non-bleed size.

**FONTS & COLOR:** PostScript fonts strongly preferred; TrueType fonts can be problematic. Materials must be CMYK format and color-corrected. Maximum print density not to exceed 280%. All other formats (RGB, Pantone/PMS) will be converted to CMYK. We are not responsible for shifts during color conversion or errors caused by TrueType fonts.

**COLOR PROOFS:** You may supply a SWOP certified color proof. Send to Sky Magazine, Production Manager, MSP Communications, 220 South 6th St., Ste. 500, Minneapolis, MN 55402. If you do not supply a proof, we can provide one for a \$75 charge.

**Contact:** [jbenson@deltaskymag.com](mailto:jbenson@deltaskymag.com)

If no proof provided or purchased, we are not responsible for color issues with printed advertisement.



Contact **Marsha Hedlund** | Profile Publisher  
E: [mhedlund@deltaskymag.com](mailto:mhedlund@deltaskymag.com) | P: 612.373.9602 | C: 763.229.6659

Contact **Helen McNeil** | Director of Profiles  
E: [hmcneil@deltaskymag.com](mailto:hmcneil@deltaskymag.com) | P: 612.336.9286 | C: 612.741.2981