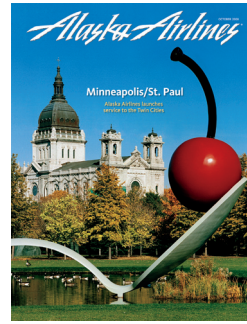
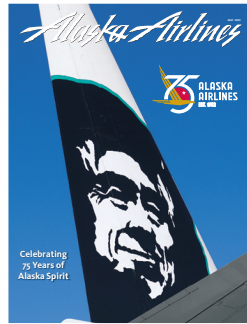
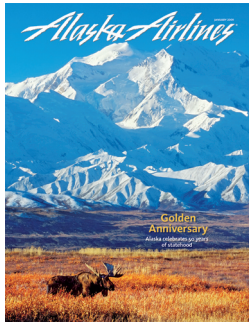


Alaska Airlines Magazine covers it all.



2009 EDITORIAL HIGHLIGHTS

JANUARY

Alaska at 50
Sustainable Travel
Special Section:
Meeting Planners' Guide*
Destination: San Francisco
Seoul, South Korea
Ad Close Date: Nov 14

FEBRUARY

Green Degrees
Hawai'i on the Water
Special Section: Spokane*
Western Canada Travel**
Destination: Alaska
Corsica, France
Ad Close Date: Dec 15

MARCH

Engineers without Borders
MLS Seattle Sounders FC
Iditarod Trail Sled Dog Race
Real Estate/Home & Design**
California Travel Planner
Great Escapes
Santiago, Chile
Ad Close Date: Jan 15, '09

APRIL

It's All in the Genes
Great Hiking in Hawai'i
Anchorage Economic Development
Golf 2009**
Destination: San Diego
Stockholm, Sweden
Ad Close Date: Feb 14

MAY

Being a MacArthur
Revisiting Recycling
The People Behind the Dishes
2009 Photo Contest
Special Section: Seattle*
Taiwan
Ad Close Date: Mar 13

JUNE

Physics as Pop Culture
Alaska Summer Festivals
Portland Arts and Recreation
Summer Golf
Nevada Travel
Special Section: Washington*
Istanbul, Turkey
Ad Close Date: Apr 15

JULY

Moon Walk Legacy
World Heritage Sites
Future Tour Players
Alaska Wildlife
Real Estate/Home & Design**
East Coast Great Escapes
Granada, Spain
Ad Close Date: May 15

AUGUST

Western Science/Native Wisdom
Team Endurance Races
View Quest
Hawai'i Statehood
Alaska: Russian Heritage
Special Section: Oregon*
New Zealand
Ad Close Date: Jun 15

SEPTEMBER

Pac 10 Football
Artisan Breads
Lost Treasures
Hawai'i Golf
Mexico Travel
Great Escapes
Mileage Plan Partners Guide*
Ad Close Date: Jul 15

OCTOBER

2010 New-Car Rollouts
College Hoops
Portland Economic Development
Real Estate/Home & Design**
Best of California
Destination: Alaska
Dresden, Germany
Ad Close Date: Aug 14

NOVEMBER

Crowdsourcing
Winter Sports—Heli-skiing
Romantic Hawai'i Getaways
Holiday Gift Guide
Western Canada Travel**
Destination: Palm Springs
Victoria Falls, Zambia
Ad Close Date: Sept 15

DECEMBER

2010 Winter Olympics Preview
Making a Museum
Leaving Disabilities Behind
Winter Golf
Mexico Travel
Special Section: Great Northwest*
Zermatt, Switzerland
Ad Close Date: Oct 15

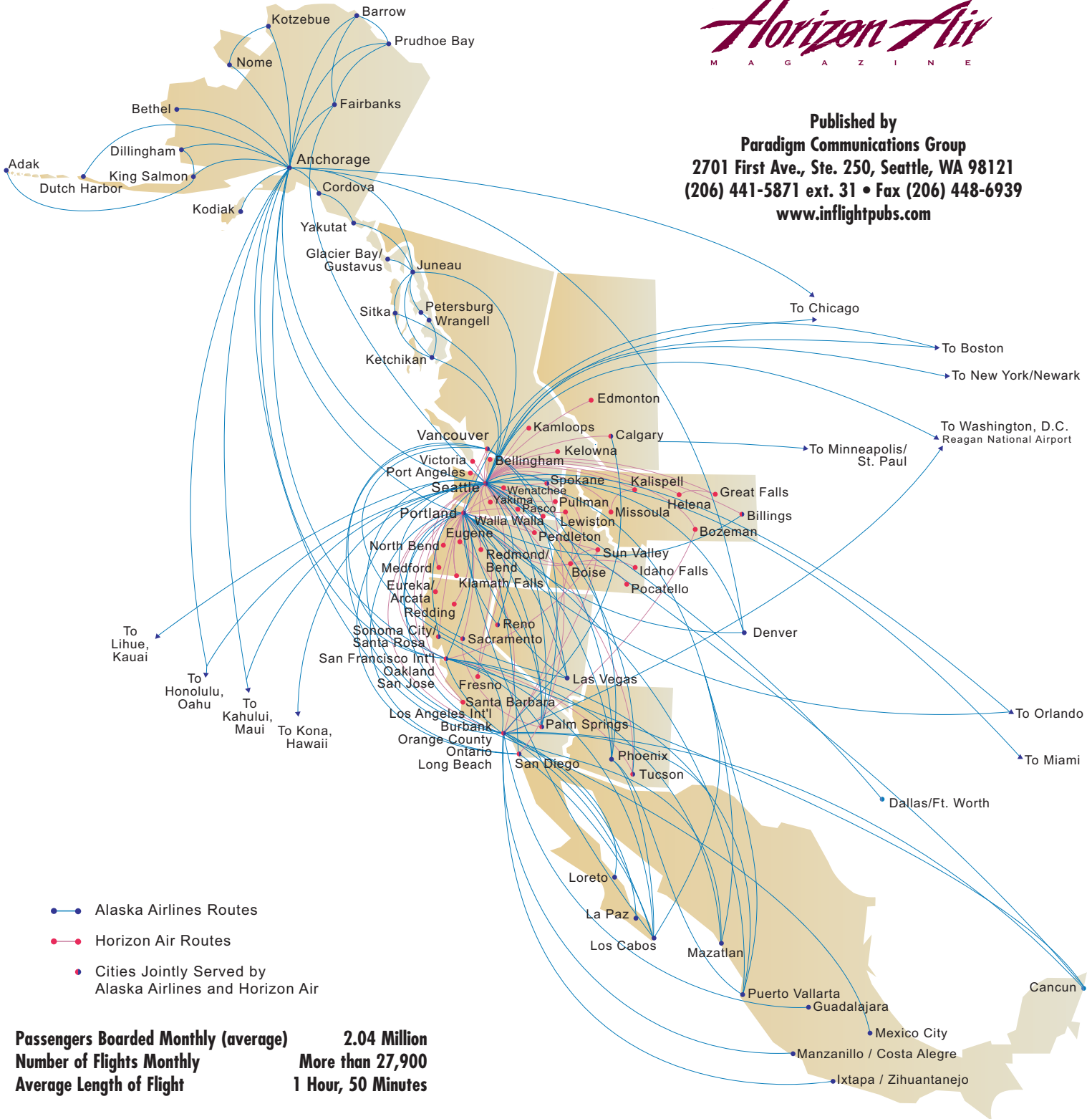
Plus: Monthly departments include: Journal—Notes on life around the Alaska Airlines route system; Autos; and At Large, a column featuring an essay approach to the trends and people shaping the West. Bimonthly departments include: Technology and Health & Fitness in January, March, May, July, September and November; and Personal Finance and Food & Wine in February, April, June, August, October and December.

* These *Special Sections* are published in both *Alaska Airlines Magazine* and *Horizon Air Magazine*, and overprinted.

**Western Canada Travel, Real Estate/Home & Design/Home & Design/Home Design and Golf will run in both *Alaska Airlines Magazine* and *Horizon Air Magazine*.

Alaska Airlines
M A G A Z I N E

Published by
Paradigm Communications Group
 2701 First Ave., Ste. 250, Seattle, WA 98121
 (206) 441-5871 ext. 31 • Fax (206) 448-6939
www.inflightpubs.com





PASSENGER PROFILE

AVERAGE AGE	49.1
GENDER	
Male	49%
Female	51%
MARITAL STATUS	
Married	68%
Single	32%
EDUCATION	
Attended College	90%
Graduated College +	66%
HOUSEHOLD INCOME	
\$50,000–100,000	35%
\$100,001–150,000	23%
\$150,001 or more	23%
Average	\$103,400
EMPLOYMENT	
Professional/Managerial	46%
REASON FOR TRAVEL	
Business	46%
Vacation	45%
TRAVEL FREQUENCY	
Number of Round Trips in the Last Year	6.5
Nights Away from Home in the Last Year	42.3
Staying in Hotel/Resort/Rental Home	67%
INTERNET ACCESS	84%

AIRLINE PROFILE

Passengers Boarded Monthly	1.5 million
Number of Flights Monthly	14,400
Average Length of Flight	2 hours, 10 minutes
Markets/service area	Alaska Airlines serves 60 cities in Alaska, Washington, Oregon, California, Arizona, Idaho, Nevada, Texas, Illinois, Colorado, Massachusetts, Florida, New York, Minnesota, Washington D.C. and Hawaii, plus service to western Canada and Mexico.

MONTHLY ENPLANEMENTS

ALASKA

Anchorage	114,070
Fairbanks	30,656
Juneau	29,929
Ketchikan	16,933
Inside Passage	22,310
Interior Alaska	13,536
Western Alaska	9,932
Total	237,366

ILLINOIS

Chicago	15,102
---------	---------------

MASSACHUSETTS

Boston	7,807
--------	--------------

MINNESOTA

Minneapolis/St. Paul	7,250
----------------------	--------------

ARIZONA

Phoenix	32,578
Tucson	4,489
Total	37,067

NEVADA

Las Vegas	45,085
Reno/Lake Tahoe	5,892
Total	50,977

CALIFORNIA

Burbank	13,860
Long Beach	11,285
Los Angeles	123,646
Oakland	40,160
Ontario	12,638
Orange County	49,151
Palm Springs	16,295
Redding	3,239
Sacramento	20,393
San Diego	47,174
San Francisco	71,882
San Jose	32,181
Total	441,904

NEW YORK/NEWARK

7,723

OREGON

Portland	102,489
----------	----------------

TEXAS

Dallas/Fort Worth	8,805
-------------------	--------------

WASHINGTON

Seattle	469,901
Spokane	17,804
Total	487,705

WASHINGTON, DC

Reagan National	11,526
-----------------	---------------

COLORADO

Denver	21,653
--------	---------------

CANADA

Vancouver	29,231
-----------	---------------

FLORIDA

Miami	3,889
Orlando	9,097
Total	12,986

MEXICO

Cancun	6,033
Guadalajara	3,335
Ixtapa/Zihuatanejo	3,683
Loreto	812
Los Cabos	18,127
Manzanillo	2,118
Mazatlan	5,264
Puerto Vallarta	15,567
Total	54,127

HAWAII

Honolulu	9,098
Lihue	3,709
Kahului	6,379
Kona	4,451
Total	23,637

IDAHO

Boise	5,127
-------	--------------

TOTAL AVERAGE MONTHLY ENPLANEMENTS
ANNUAL ENPLANEMENTS

1,562,482
18,749,784

READER RESPONSE SERVICE

Paradigm Communications Group
2701 First Avenue, Suite 250
Seattle, WA 98121-1123
Phone (206) 441-5871 • Fax (206) 448-6939
www.paradigmcg.com

Alaska Airlines Magazine

Horizon Air Magazine

Date: _____ Sales Representative: _____

Category:

- | | |
|------------------------------------|--|
| _____ Accommodations/Resorts | _____ Golf |
| _____ Restaurants & Meeting Places | _____ Health & Beauty |
| _____ Automotive/Transportation | _____ Travel Ideas |
| _____ Business Services/Products | _____ Art & Entertainment |
| _____ Real Estate/Homebuilding | _____ For the Home |
| _____ Economic Development | _____ Shopping |
| _____ Education | _____ Jewelry |
| _____ Other _____ | (Special requests accommodated where possible) |

Advertiser Name: _____

Website address: www. _____

10-Word Reader Service copy: _____

Please return this form via fax or mail by the 15th of the second month prior to the cover date (e.g. May 15th for the July issue).

Scheduled Issues: Please indicate the issues and calendar years your ad will appear: (e.g. 2007 Jan)

_____ Jan _____ Feb _____ Mar _____ Apr _____ May _____ Jun
_____ Jul _____ Aug _____ Sep _____ Oct _____ Nov _____ Dec

Reader Response information (in electronic format) should be sent by e-mail to:

(Note: We use CSV [comma separated values] as the standard format for your leads. CSV can be imported into most software applications for both PC and Mac.)

Contact Name: _____

Company Name: _____

Address: _____

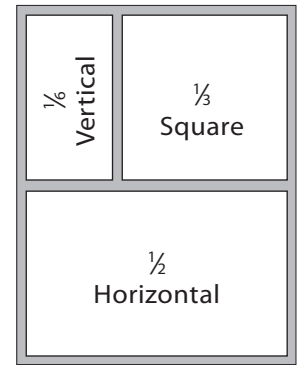
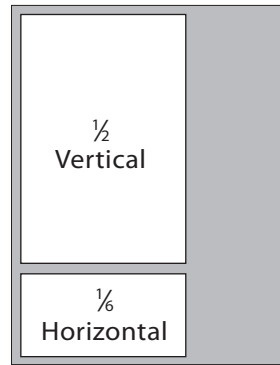
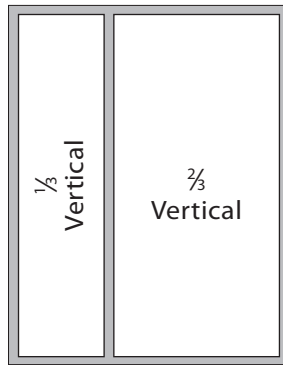
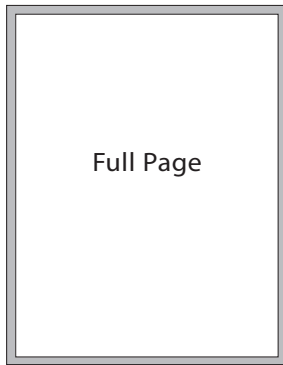
E-mail address: _____ @ _____

Alaska Airlines
M A G A Z I N E

Horizon Air
M A G A Z I N E

SUBMISSION REQUIREMENTS

AD FORMATS



AD DIMENSIONS

SIZE	WIDTH	DEPTH
Spread bleed	17-1/4"	11-3/8"
non-bleed	15-3/4"	9-7/8"
1/2 page spread bleed	17-1/4"	5-7/16"
non-bleed	15-3/4"	4-13/16"
Full-page bleed	8-7/8"	11-3/8"
trim size	8-3/8"	10-7/8"
non-bleed	7-5/16"	9-7/8"
2/3 vertical	4-13/16"	9-7/8"
1/2 vertical	4-13/16"	7-5/16"
1/2 horizontal	7-5/16"	4-13/16"
1/3 vertical	2-5/16"	9-7/8"
1/3 square	4-13/16"	4-13/16"
1/6 vertical	2-5/16"	4-13/16"
1/6 horizontal	4-13/16"	2-5/16"

SUBMISSION REQUIREMENTS

Printing Process: Heat-set Web Offset.

Publication Trim and Bleed Specifications:

- On bleed ads, keep all live matter 5/16" from trim.
- 1 page trim: 8-3/8"x10-7/8" • Bleed: 8-7/8"x11-3/8"
- Spread trim: 16-3/4"x10-7/8" • Bleed: 17-1/4"x11-3/8"
- 1/2 pg. spread trim: 16-3/4"x5-1/16" • Bleed: 17-1/4"x5-7/16"

Line Screen: 133-line screen. Dot size 5% to 95%.

Density: Overall printing density of all colors cannot exceed 300%.

Materials accepted: Digital ads should be provided on a Macintosh-formatted CD or DVD with a printed directory and a SWOP-standards contract proof.

PDF files: Ads should be submitted as press-ready PDF files (PDF/X-1a preferred). Please embed all fonts, and convert all photos and spot colors to CMYK. On bleed ads include crop marks offset to 1/4" outside of the trim area.

Graphics and Photos: Include all high-resolution digital photo scan and graphics files (at a resolution of 300 dpi or higher at the size which they will be used). Save graphics files as EPS or TIFF files. Save color photos in CMYK format.

Native files: Ads also may be submitted as native files using recent versions of InDesign, Illustrator, FreeHand and PhotoShop. Include all screen fonts, printer fonts and high-resolution graphics files.

Proofs: A SWOP-standards contract proof of the final file is required for color matches on press. Output proof at 100%, showing crop and bleed marks. Publisher will not accept responsibility for color reproduction if the client-supplied proof does not meet SWOP specifications.

FTP transfers: Connect to the following Web-based site using current Internet Explorer, Safari or Firefox browsers.

Site: www.pcg4.biz User name: upload Password: inflight

Please Note: To avoid additional charges, ads must be supplied in sizes and formats specified. Alterations or additional preparation of artwork or proof changes will be billed separately.

PMS/Spot colors: PMS or spot colors should be converted to 4-color process equivalents in file.

Production Charges: Changes in new and existing ads will be subject to additional production charges billed to the customer. Production charges are in addition to space rate.

In-House Ad Production: Paradigm Communications Group offers creative design and complete ad-production services at competitive prices. Production costs are non-commissionable.

2008/2009 DEADLINES

ISSUE	AD CLOSE/ PRODUCTION COPY DUE	AD MATERIALS DUE
September 2008	Jul 15, '08	July 22, '08
October	Aug 15	Aug 22
November	Sep 15	Sep 22
December	Oct 15	Oct 22
January 2009	Nov 14	Nov 21
February	Dec 15	Dec 22
March	Jan 15, '09	Jan 22, '09
April	Feb 13	Feb 20
May	Mar 13	Mar 20
June	Apr 15	Apr 22
July	May 15	May 22
August	Jun 15	Jun 22
September	Jul 15	Jul 22
October	Aug 14	Aug 21
November	Sep 15	Sep 22
December	Oct 15	Oct 22
January 2010	Nov 13	Nov 20
February	Dec 15	Dec 22
March	Jan 15, '10	Jan 22, '10
April	Feb 15	Feb 22

Alaska Airlines
M A G A Z I N E

Horizon Air
M A G A Z I N E

Attn: Advertising Production Department
2701 1st Avenue, Suite 250, Seattle, WA 98121
Phone: 206-441-5871 ext. 28 • Fax: 206-448-6939
www.alaskaairlinesmagazine.com
www.horizonairmagazine.com