

# Almanac Advertising Specs and Delivery Info

## MECHANICAL REQUIREMENTS



### Electronic files required:

**Preferable:** We accept PDFx-1a compliant PDF files. Industry recommendation is to generate your PDF files using standard PDF creation tools such as Adobe Acrobat Distiller. To utilize this standard application, first create a postscript file from the application and then distill that postscript file to a PDF using Adobe Acrobat Distiller's high-quality press settings. We do not recommend you export or print directly to a PDF file from the application as these files contain known issues and are not widely supported.

**Also accepted:** Macintosh-formatted QuarkXPress files. All supporting fonts and pictures must be included. CMYK specs only (RGB images are not accepted). Accepted program files: QuarkXpress v3.2 and higher (No Passport); Adobe Illustrator v8.0 and higher (EPS files); Macromedia Freehand v8.0 and higher (EPS files). No native files accepted.

**All images should be 300 dpi or higher. Spreads and multiple ads must have order of pages clearly marked.**

ALL MATERIALS MUST BE ACCOMPANIED BY DIGITAL COLOR PROOFS.

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### AD SIZE

<u>In Inches</u>	<u>In Millimeters</u>
Trim Size: 8 1/2 X 11	Trim Size: 216 x 279
Full Page: 8 3/4 X 11 1/4 (bleed)	Full Page: 222 x 288 (bleed)
7 1/4 X 10 (non-bleed)	184 x 254 (non-bleed)
Half Page: 7 1/4 X 4 7/8 (horizontal)	Half Page: 184 x 124 (horizontal)
3 1/2 X 10 (vertical)	89 x 254 (vertical)
2 Page Spread: 17 1/2 X 11 1/2 (Trim should be 17 x 11)	

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### AD MATERIAL DUE NO LATER THAN OCTOBER 1

Email ad material to: [gbrahney@iemmys.tv](mailto:gbrahney@iemmys.tv)

or

Send CD of ad material to:

The International Academy of Television Arts & Sciences

888 Seventh Avenue, 5th Floor

New York, NY 10019

Attention: Gerry Brahney

**Ms. Gerry Brahney**, Advertising Director

Phone: (732) 528-1832 Fax: (732) 528-1899

THE INTERNATIONAL EMMY® ALMANAC

**The Publication of  
The International Emmy® Awards**



ADVERTISING RESERVATION ORDER FORM

<b>Size</b>	<b>B/W</b>	<b>One Color</b>	<b>Full Color</b>
Full Page	\$3,100	\$3,600	\$4,400
Half Page	\$2,200	\$2,500	\$3,100
2 Page Spread	\$4,900	\$5,700	\$6,200

Info on Premium Positions Available Upon Request

**Contact:** Ms. Gerry Brahney, Advertising Director  
Phone: (732) 528-1832 Fax: (732) 528-1899  
Email: gbrahney@iemmys.tv

Page Size \_\_\_\_\_ B/W  One Color  Full Color

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Please Fax this Ad Reservation Order Form as soon  
as possible to:**

Gerry Brahney Fax: (732) 528-1899