



2010 AFTRA MEDIA AND ENTERTAINMENT EXCELLENCE AWARDS

DIGITAL AD SUBMISSION SPECS | **DUE JANUARY 31, 2010**

Full Page: 8.5"w x 11"h
Half page: 8.5"w x 5.5"h
Quarter Page: 4.25"w x 5.5"h

Bleeds and Margins: Please extend artwork by 1/4 inch and keep copy within a 1/4 margin of page size.

General: All ads submitted should be suitable to print as is. The AFTRA Foundation cannot be responsible for any errors in content or any information or live matter placed outside the safety margin that is trimmed off. Advertisers will be billed for any corrections or production work done on their ad at the rate of \$80 per hour, minimum of one hour. All proceeds will go to the AFTRA Foundation.

Color: All artwork must be 4-color process, standard CMYK (cyan, magenta, yellow, black). RGB, index and LAB colors are not acceptable. We suggest a rich black be constructed of 30C/30Y/30M/100K for boxes and panels. Black text should always be 100% black.

Images: Resolution for all artwork should be 300 dpi at 100%. Any artwork under 150 dpi is not considered print quality. Low resolution materials (including 72 dpi images from the Internet) may appear bitmapped or blurry and is not acceptable for print reproduction. All images provided for ads should be final and color-corrected.

Type: All fonts must be embedded and converted to outlines.

Preferred Format and Submission: Adobe Acrobat PDF and EPS. PDF format files should be created to PDF/X-1a specifications. Please zip artwork when submitting via FTP (with the exceptions of PDFs.)

Go to: ftp://209.131.116.13:21
Login: aftra\aftravendor
Password: C0mmun1cat10ns

or email your final art to mmartinez@aftra.com.

We also will accept final artwork by mail:

American Federation of Television and Radio Artists
Attn: Rachel Rifat, National Media Design Manager
5757 Wilshire Boulevard, 9th Floor
Los Angeles, CA 90036
Phone: 323.634.8243

For Ad Reservations and Delivery: The preferred method is by digital delivery.

