



# GRAMMY® AWARDS

February 10, 2008 | 8 pm et/pt | CBS

## PROGRAM BOOK RATES

Space reservation DEADLINE: Dec. 13, 2007  
Advertising materials DEADLINE: Dec. 20, 2007  
**All ads must be PAID IN FULL with submission of materials**

### 4-COLOR COVER RATES

Cover 2 + Page 1 spread	\$32,500
Cover 3	\$19,950
Cover 4	\$24,500
Divider Pages	\$14,500

### PAGE RATES

Full Page, Color	\$12,500
Spread	\$19,500
Full Page, B&W	\$9,500
Each Additional Color	\$1,500

### 50TH CELEBRATION ADS

Full Page, Color	\$6,500
Full Page, B&W	\$5,500

### TRIBUTE ADS\*

Full Page, Color	\$6,500
Full Page, B&W	\$5,500

\*To honor MusiCares Person of the Year, Lifetime Achievement, Trustees and Technical GRAMMY Award recipients. Some restrictions apply; call for details.

Advertising rates are NET of agency fees.

### BOOK SPECIFICATIONS

- Trim Size: 8.5" x 11"
- Full Page/Bleed: 8.75" x 11.25"
- Full Page/No Bleed: 7.5" x 10"
- Spread Trim Size: 17" x 11"
- Spread Bleed Size: 17.5" x 11.25"
- Half Page Vertical: 3.75" x 10"
- Half Page Horizontal: 7.5" x 5"
- Perfect binding; 175 line screen
- **Keep live matter 1/4" from trim edges or gutter.**
- Bleed ads: add 1/8" for bleed on all four sides.
- **Spread ads must include 1/4" overlap of crossover image in gutter, in addition to bleed for outside trim to accommodate perfect binding.**

### ELECTRONIC FILE SPECIFICATIONS

Preferred file formats for ads submitted electronically or on disk:

- Please name files according to advertiser name on insertion order.  
**Please DO NOT name your files "GRAMMY Ad" or similar.**
- **Mac files preferred.** PC users can submit PDF files per specifications below.
- InDesign, Acrobat, Quark, Photoshop, Illustrator
- Press quality PDF, TIFF or EPS file formats.
- CMYK or grayscale files only.
- Do not submit files as RGB, LZW, GIF, BMP or PICT format.
- Spot colors can be added for an additional fee. Please contact AFM for details.
- Do not nest EPS files in EPS files.
- Resolution: 355 dpi preferred (300 dpi minimum).
- Save Acrobat PDF files as high-resolution, print-optimized. 2400 dpi, downsample to 300 dpi. Embed all fonts and placed images in the correct page size, with bleed. Save color pages as composite color (not pre-separated).
- **Include all screen/printer fonts and graphic files to specs above.** PostScript and Open fonts preferred. Avoid TrueType fonts, if possible.
- **A color proof must accompany ad files.** Client waves color correctness if color proof is not provided.
- Include contact name and phone number with all files submitted.
- Alterations to files done by The Recording Academy will be charged to advertiser for digital production at industry standard rates.

**FTP instructions:** Go to [www.afmla.com](http://www.afmla.com). Click on the Ad Uploads button. Follow directions and wait for confirmation page. Or, e-mail ad to [grammy@afmla.com](mailto:grammy@afmla.com).

### GRAMMY TRADEMARK USAGE



#### PLEASE READ CAREFULLY

The Recording Academy® reserves the right of approval on all copy and artwork. Additionally, the GRAMMY "modern logo" (the gramophone logo), the GRAMMY "traditional logo" (the statue image), and the 50th Telecast logo are protected images that may not be used without the express written permission of The Recording Academy.



For permission information, contact David Konjoyan at 310.392.3777.

#### REGISTERED TRADEMARK USAGE REQUIREMENTS

The National Academy of Recording Arts & Sciences, Inc. owns, among others, the following registered trademarks:



GRAMMY® AWARDS

The Recording Academy®  
GRAMMY®  
GRAMMY Awards®  
MusiCares®  
GRAMMY Hall Of Fame®

- Any reference to the above trademarks in advertising must be accompanied by appropriate register mark (®) or trademark (TM).
- Please set GRAMMY in all caps; GRAMMYs with lower case "s."
- **Use only the term 50th GRAMMY Awards, not 2008 GRAMMY Awards.**

Omission of required register marks may incur alterations to ad file and additional production costs to advertiser.

The 50th Annual GRAMMY Awards program book will honor **nominees** of the GRAMMY® Award, as well as **recipients** of the Lifetime Achievement Award, Trustees Award, GRAMMY Hall Of Fame® Award, Technical GRAMMY Award, GRAMMY Legend Award and MusiCares® Person of the Year.

### SUBMIT ARTWORK TO

AFM • 4804 Laurel Canyon Boulevard, Suite 242, Valley Village, CA 91607  
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The 50th Annual GRAMMY® Awards program book is an official publication of the National Academy of Recording Arts & Sciences, Inc.