



54TH
GRAMMY[®]
AWARDS



Mechanical Requirements

All ads must be submitted as Press Quality PDFs. All colors must be converted to CMYK and all fonts must be imbedded. All images in ads must be a minimum of 300 DPI. All live art and text must be AT LEAST a quarter-inch from the trim edge.



Two Page Spread

Trim Size 17 x 11

Bleed Size 17.25 x 11.25

Non-Bleed 16.25 x 10.25



Full Page

Trim Size 8.5 x 11

Bleed Size 8.75 x 11.25

Non-Bleed 7.75 x 10.25



Half Page Horizontal

Trim Size 8.5 x 5.5

Bleed Size 8.725 x 5.625

Non-Bleed 7.75 x 5.125



Uploading Ad Materials to FK Marketing

All completed advertising must be uploaded to the file servers at FX Marketing via FTP. There are a few methods for uploading, depending on your preferences.

- If you are familiar with transferring files using an FTP client, you may log in using the following:

HOSTNAME: ftp://yoursite.fxmarketinggroup.com

USER NAME: user name provided by FX Marketing

PASSWORD: the password associated with your site

The hostname, username and password will be supplied to you by your FX Marketing representative.

- If you do not have an FTP client, you may access the yoursite using any web browser (Internet Explorer, Firefox, Opera, or Chrome, etc) pointed to ftp://yoursite.fxmarketinggroup.com. Then, download and install the appropriate version of FileZilla (.exe for Windows, .bz2 for Mac) located on the FX site. More detailed information on connecting and uploading with FTP will be provided by your FX Marketing representative.

Reserve Your Space

Available ad positions in the Official 54th GRAMMY[®] Awards Souvenir Book are limited. Once our mandated ratio of advertising to editorial is reached, the sales cycle is closed and your exclusive opportunity to partner with the 54th GRAMMY[®] Awards Souvenir Book is gone.

Please contact FX Marketing Group for information on special positioning and insertion opportunities.



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