

SAG-AFTRA
MAGAZINE

2021 MEDIA KIT



FOR YOUR CONSIDERATION **SAG-AFTRA** magazine

PERFORMERS VOTE FOR PERFORMERS
FOUR ways for you to reach **160,000** performers
and entertainment executives this year!

The SAG-AFTRA Advantage: with so many great television, film and music performances to be recognized throughout the year, SAG-AFTRA is the **ONLY** magazine that can get you noticed by **EVERY** member of SAG-AFTRA – at a fraction of the price of other industry trades. Greater reach. Less cost.

1 WINTER FYC ISSUE / JAN 11 (Advertising Close: Dec. 4)

- SAG Awards®, Oscar®, and Golden Globes® For Your Consideration
- Bonus Distribution at Screen Actors Guild Awards®
- Grammy® For Your Consideration

2 SAG AWARDS® DIGITAL ONLY FYC ISSUE / FEB 15 (Advertising Close: Feb. 4)

- SAG Awards® FYC and Congratulations
- Emmy® For Your Consideration
- Grammy® Congratulations

3 SPRING ISSUE / MAY 4 (Advertising Close: April 9)

- Emmy® For Your Consideration
- Congratulations to SAG Awards® Winners

4 SUMMER ISSUE / AUG 10 (Advertising Close: July 16)

- Fall Television Preview/Premiere
- Emmy® For Your Consideration
- SAG Awards For Your Consideration
- Grammy® For Your Consideration

5 FALL FYC ISSUE / NOV 18 (Advertising Close: Oct 22)

- SAG Awards®, Oscar® and Golden Globes® For Your Consideration
- Bonus Distribution at Screen Actors Guild Awards®

All dates subject to change.

AD OPTIONS (available for print + digital or digital)

STANDARD POSITIONS

Full Page

1/2 Page

1/4 Page

PREMIUM POSITIONS

2 Page Spread

Back Cover

Inside Front Cover

Inside Back Cover

Guaranteed Position

*add video for additional \$500

For all advertising rates, please contact us at magazine.editor@sagaftra.org or (323) 549-6516. We can readily provide our rates and also discuss custom packages to best meet your advertising objectives, goals and budget.

TO ADVERTISE:

contact us at 323/549-6516 or magazine.editor@sagaftra.org

SAG-AFTRA
5757 Wilshire Blvd. 7th Floor
Los Angeles, CA 90036



SAG-AFTRA *magazine*

PRINT AD SUBMISSION GUIDELINES

General Info: Documents should be formatted to adhere to the (below) specifications. SAG-AFTRA cannot be responsible for the quality of reproduction if the guidelines are not met. Advertisers will be billed for any corrections or production work done on their ad, at the rate of \$80/hour, min. one hour.

Media: All ad submissions must be digital files only - ADOBE ACROBAT PDF/x1a or HIGH-RES PDF (image resolution 300 dpi). Files in the following format are unacceptable: Microsoft Publisher; any word processing software; any presentation software such as PowerPoint.

Color: All artwork must be 4-color process, standard CMYK (cyan, magenta, yellow, black) or Grayscale. RGB, index and LAB colors are not acceptable. Files with PMS colors will not be accepted. PMS colors must be converted to CMYK. 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%. Minimum resolution is 150 dpi at 100%. Any artwork under 150 dpi is considered low resolution. Low resolution materials (including 72 dpi images from the Internet) may appear bitmapped or blurry and is not acceptable for reproduction. All images provided for ads should be final and color-corrected.

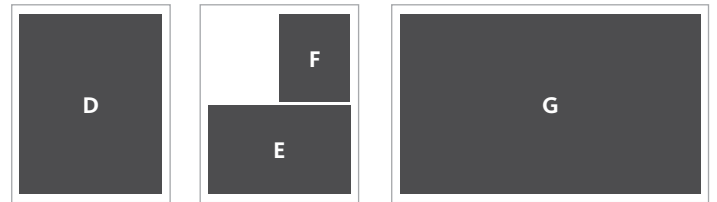
Fonts: All fonts must be embedded and converted to outlines. Reversed type must be no smaller than 8 point.

File Submission: Press ready files may be delivered via email to sagaftraproduction@sagaftra.org, upload to <https://spaces.hightail.com/uplink/sagaftra>.

BLEED:



NON-BLEED:



PRINT SPECIFICATIONS	BLEED*			NON-BLEED*
SIZE -	TRIM	BLEED	LIVE	AD TRIM
Full Page	A 8.5 x 10.8125	8.75 x 11.0625	8 x 10.3125	D 7.5 x 9.8125
1/2 Page	N/A	N/A	N/A	E 7.5 x 4.90625
1/4 Page	N/A	N/A	N/A	F 3.625 x 4.875
PREMIUM POSITIONS				
2 Page Spread	B 17 x 10.8125	17.25 x 11.0625	16.5 x 10.3125	G 16 x 9.8125
Back Cover	C 8.5 x 8.1875	8.75 x 8.4375	8 x 7.6875	N/A

*All sizes are in inches

To advertise: contact us at 323/549-6516 or magazine.editor@sagaftra.org

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DIGITAL AD SUBMISSION GUIDELINES

General Info: Documents should be formatted to adhere to the (below) specifications. SAG-AFTRA cannot be responsible for the quality of reproduction if the guidelines are not met. Advertisers will be billed for any corrections or production work done on their ad, at the rate of \$80/hour, min. one hour. Please note, the below digital ad sizes are identical to the print issue of the magazine. If your ad was submitted for the print issue, it does not need to be resubmitted for the digital issue unless you are revising the content.

Media: All ad submissions must be hires (300 dpi) JPG files at 100%.

Color: All artwork must be 4-color process, standard CMYK (cyan, magenta, yellow, black) or Grayscale. RGB, index and LAB colors are not acceptable. Files with PMS colors will not be accepted. PMS colors must be converted to CMYK. 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%. Minimum resolution is 150 dpi at 100%. Any artwork under 150 dpi is considered low resolution. Low resolution materials (including 72 dpi images from the Internet) may appear bitmapped or blurry and is not acceptable for reproduction. All images provided for ads should be final and color-corrected.

Fonts: All fonts must be embedded and converted to outlines. Reversed type must be no smaller than 8 point.

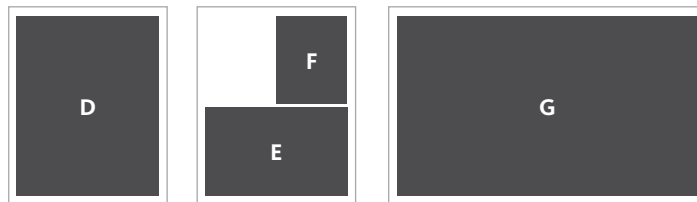
File Submission: Press ready files may be delivered via email to sagaftraproduction@sagaftra.org, upload to <https://spaces.hightail.com/uplink/sagaftra>.

See next page for additional info on video submissions.

BLEED:



NON-BLEED:



PRINT SPECIFICATIONS	BLEED*	NON-BLEED*
SIZE -	TRIM	AD TRIM
Full Page	A 2550 x 3243	D 2250 x 2943
1/2 Page	N/A	E 2250 x 1471
1/4 Page	N/A	F 1087 x 1462
PREMIUM POSITIONS		
2 Page Spread	B 5100 x 3243	G 4800 x 2943
Back Cover	C 2550 x 2456	N/A

*All sizes are in pixels at 300 dpi

To advertise: contact us at 323/549-6516 or magazine.editor@sagaftra.org

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VIDEO AD SUBMISSION GUIDELINES

General Info: Digital ads are hyperlinked to the URL of your choice. Advertisers can add a video to their digital ad. Your full-page ad can be designed to include a video, such as the example above left (leave 4" in height for clearance); or you can add an additional half-page to your order so your video runs adjacent to your full-page ad (above right).

Cost to add video: \$500

Max Length: Max file size for all formats is **50 megabytes**, which translates to approximately 5:45 minutes.

File Format, Aspect Ratio, Frame Rate:

- Aspect Ratio: 16x9
- Frame Rate: 23.976 fps
- Format: While FLV is preferred, you can upload your video in these formats: mp4, mpg, mpeg, mov, ogv, ogg, wmv, avi and flv. The converted FLV video file will be displayed on the desktop and our system converts from FLV to MP4 file for view on mobile devices that do not support FLASH.

NOTE: Your uploaded videos are converted using the following specs:

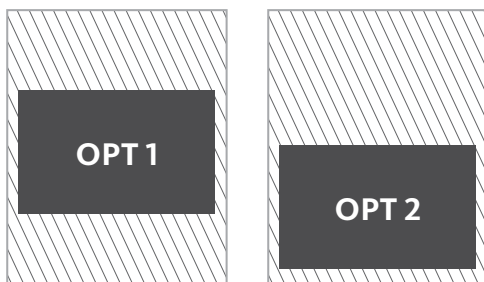
- Audio codec: AAC
- Video codec: h264
- Video bitrate: 400k
- FLV container: FLV
- MP4 container: MP4
- MP4 size: 480x320

- Audio: Upload your audio in MP3 format only. MP3 is viewable on both desktop and mobile platforms.
- Animations: Upload your animations in SWF format only. ActionScript 3.0 only. NOTE: SWFs are viewable on Desktop platform only, not mobile. *Your video will be set to auto play; for maximum exposure, we recommend that there be little to no black leader at the top of the video.*

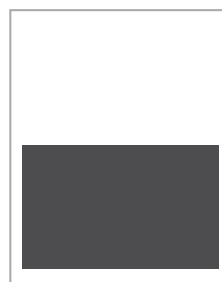
Design Note: The space within the ad for your video should be left blank. The ratio of a video that is the width of the page sits 4" high, so leave a clearance space that is 8.5 x 4" (2550 x 1200 pixels) for the video.

File Submission: Press ready files may be delivered via email to sagaftraproduction@sagaftra.org, upload to <https://spaces.hightail.com/uplink/sagaftra>.

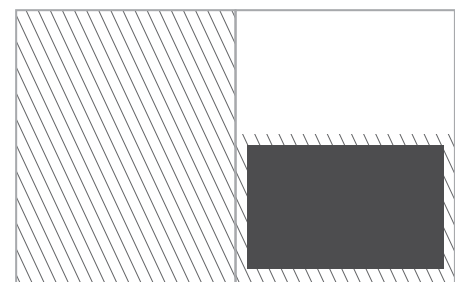
FULL PAGE AD + VIDEO EXAMPLES:



1/2 PAGE VIDEO:



FULL PAGE AD + 1/2 PAGE VIDEO:



KEY:



Max Length: Max file size for all formats is **50 megabytes**

To advertise: contact us at 323/765-2969 or magazine.editor@sagaftra.org

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