

Advertising Age's 2006 Cable Guide
Editorial Guidelines
Issue: April 24, 2006
Edit Deadline: March 20, 2006

Thank you for participating in this year's Cable Guide. Please read the following instructions carefully. This is very important. Due to the volume of material in this guide, please make sure that all necessary parties have signed off on the materials that you send us. In addition, once we have returned your page to you, please make sure that all people involved in the approval process have made their changes *before* you return your corrections to us. To cut down on the chance for error, we will be limiting the number of passes for each page. Therefore, it is imperative that you get all corrections to us in as timely and efficient a manner as possible. Thank you for understanding.

Once again this year, your page will consist of five elements:

- **The Network Profile Box.** This short data box highlights your viewers' characteristics. It can include such statistics as average age, income level, buying patterns, geographic demographics, etc. You can opt not to run a profile box; in this case, please note "No profile box" on your article.
- **Your article.** This piece should run about 450 words, with the accent on programming. We encourage you to discuss such elements as your network's programming philosophy or strategy as it pertains to advertisers, new major programming initiatives, examples of programming success and a mention of your Web site (including URL) and how you use it to enhance your programming. Body copy and profile box should be e-mailed as a Word document attachment to Karen Egolf at kegolf@crain.com.
- **The art.** We request three to four professional-quality color photos of your programs; rank them in order of preference in the event that we will not be able to run them all. Identify shots and provide captions. Preferred: A CD-ROM with high-resolution still images (300 dpi or greater).
- **Your logo:** Provide a copy of your current logo in Adobe Illustrator vector format.
- **Programming grid:** Please send the most up-to-date grid possible. We will display 24-hour grids or whatever time period you supply. Prepare your grid in Microsoft Excel, Word or Adobe Acrobat PDF file format. If you choose to prepare your own programming grid, it should be 7.25 inches wide and no more than 7.5 inches deep. You may also submit alternative artwork for this part of the page. Please include all production files from your custom grid artwork to avoid production delays.
- **Online/new media project information:** As part of the section coverage, we plan to do a survey of participants regarding their new media plans. Please give us the name of the person at your company we should contact for this as well as the person's e-mail address and phone number. **Also, please give us your URL as you would like it to appear on your page.**

Send art, logo and grid materials to:

Barry Kafka
Kafka Design
5215 N. Ravenswood, No. 213
Chicago, IL 60640
773-878-1233
adage@kafkadesign.com

File attachments must be smaller than 2mb per message.

If you have any questions, please call me at 312-649-5239.

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Advertising Age