

Is it N.Y. or NY?

Prime-time or primetime?

Window Shade or
windowshade?

The answers to your
burning grammatical
and TV Guide style
questions can now be
found within this helpful,
easy-to-use guide.



AD MARKETING
DEPARTMENT

STYLEGUIDE

A

Abbreviations

No periods for cities

Ex: NY, LA

Ad units

Should be written as follows:

P4C

1/2-Page 4C

1/2-Page B/W

4-Page 4C gatefold/insert

After Party

Ex: TV Guide is proud to host the most talked-about After Party in town!

A-List

A-list (regular term, used generically)

Ex: His clients are most definitely A-list.

A-List (TV Guide property)

Ex: Package includes participation in TV Guide's A-List, our exclusive in-book promotional page.

At-A-Glance; at-a-glance

Always hyphenate; can be used upper or lowercase, depending on whether it's a title or in a sentence.

Awards Shows

Should be referred to as awards shows not award shows.

Awards Show Names:

Golden Globe Awards (Golden Globes)

Primetime Emmy Awards (Emmys, Emmy Awards)

Academy Awards (Oscars)

Country Music Association Awards (CMAs)

Daytime Emmy Awards (Daytime Emmys)

B

Big Movie Guide (tvguide.com property)

The Big Movie Guide (TV Guide Magazine property)

Big Sports Guide (tvguide.com property)

B/W

Not B+W, bw or B&W

Bullets

Try to avoid period punctuation. If you have more than one sentence, separate sentences with semi-colon. If you have one sentence/fragment, do not use a period.

Ex: • 18.4 million readers subscribe to cable

- 36% of households with cable subscribe to digital cable; these readers are 73% more likely to have digital cable

C

cannot vs. can not

While *cannot* is the predominant spelling, *can not* can be used when you want to emphasize the *not*.

CDs

No apostrophe

CD-ROM

Contests

contest vs. sweepstakes

Contests are based on skill rather than random choice. Entries are reviewed and judged based on a pre-determined list of criteria. In a *sweepstakes*, winners are selected via random draw.

Names

Italicize contest's complete legal name in copy.

Prize Listing Format

(1) Grand-Prize Winner will receive x, x and x.

(10) First-Prize Winners will receive x.

Rules

Full rules must appear online. Disclosures on contest creative should read: NO PURCHASE NECESSARY. Contest ends X/X/XX. Contest open to legal residents of the 50 United States and the District of Columbia age 18 or older who have internet access as of X/X/XX. Void where prohibited. For complete official rules which govern this contest, visit (WEB ADDRESS).

D

Dates

Try to spell out whenever possible, especially when talking about a TV Guide issue.

Requirements for sell pieces/sheets

Space Close

Materials Due

On Sale

Issue

DVDs

No apostrophe

E

email

No hyphen; lowercase unless starting a sentence

F

Footnotes and notations

These do not need punctuation at the end.

Ex: Note: All dates subject to change

full-page

full-size vs. Full Size

If it is *modifying*, hyphenate.

Ex: It was a full-size edition.

If it is describing the *TV Guide property*, initial cap and do not hyphenate.

Ex: TV Guide Full Size

H

high impact or high-impact

If it is *modifying*, hyphenate.

Ex: Check out our high-impact unit.

If it functions as a *noun, direct object, adverb, etc. and does not act as a modifier*, do not hyphenate.

Ex: You're guaranteed high impact.

Home page (two words, capital H)

in depth or in-depth

See “high impact” for modifying rule. Apply the same.

in home or in-home

See “high impact” for modifying rule. Apply the same.

internet

Unless beginning a sentence, it should be lowercase as you would any other medium: radio, television, magazine, newspaper.

Italics (Ital)

Ital the names of all publications, television shows, books or music albums.

For parts of a whole, such as an article in a magazine, a segment on a show, a chapter in a book or a song on an album, see “Quotations.” Punctuation need not be ital, even if the words in the sentence are.

L

Listings

Never say “Check your local listings.”

Refer to our B/W section as the B/W Local Program Section.

Ex: Check your TV Guide B/W Local Program Section for day and time.

Logo

Should use Interstate font; placement of “We See Everything” may be below or to the right of logo, depending on the situation.

log on

Use *log on* to describe the act of going on to a site or getting in to your computer.

Ex: I’m already logged on.

Use *logon* to describe your personal logon name and code.

Ex: My logon is smithj.

Use *log on to* (not “logon to” or “log onto” or even “log-on to”) when asking someone to go to a particular site.

Ex: Log on to www.tvguide.com for more!

M

Magazine

Frequently used terms:

America's #1 selling entertainment magazine

B/W Local Program Section

The Big Movie Guide

TV Guide's A-List

TV Guide Full Size

TV Guide Magazine

TV Guide Media Sales Representative

TV Guide Stand-Alone

minisite

As with most internet terms, there is no one approved standard. For consistency here at TV Guide, use as *one word*, no hyphen and lowercase unless beginning a sentence.

Months of year

Try to spell out whenever possible. If you have design constraints (in a sell piece) use the first three letters of the month, no period. If you are working on a proposal, you can abbreviate with periods.

more than vs. over

Contrary to popular belief, they are not interchangeable.

"more than" applies to numbers.

Ex: She spent more than \$1,000 on shoes.

"over" applies to the action of going over.

Ex: The cat jumped over the fence.

MovieGuide (tvguide.com property)

N

Numbers

Basic rule of thumb

If it is nine and under, spell out, 10 and over, use numerals. A quick way to remember is *nine, 10*.

EXCEPTION: If you are stating research, such as *6 million readers*, keep everything numerical for added emphasis.

Commas with numbers

Use over 1,000

Dates

Spell out whenever possible.

Ex: Get the scoop in our April 11 issue!

Number one

Always use #1; never spell out *number 1*.

Period of time

1970s does not have an apostrophe, but the shortened *'70s* does; note that it precedes the numbers.

Phone numbers

To encourage consistency on sell pieces, sheets, invitations and prep packs, use all dots.

Ex: 212.555.4321

Time

If relating to *tune-in ads that are running in the magazine or online*, follow each network's personal preference (9PM/8C, 9/8C, etc.).

If it is on an *invite or Special Events piece created in-house*, use lowercase, no space, no periods.

Ex: Meet in lobby at 6pm.

If it is going in a *TV Guide advertorial section such as Summer Oasis or on a comp*, use same as internal, but add ET/PT.

Ex: 10pm ET/PT

Times vs. x

If it indicates *frequency*, shorten with x.

Ex: TV Guide is published 26x a year.

If it indicates *more or less* spell out.

Ex: Our readers are 10 times more likely to watch (Program).

O

online

One word; no hyphen

On Sale

Two words; hyphenate when modifying

over vs. more than

Contrary to popular belief, they are not interchangeable.

“more than” applies to numbers.

Ex: She spent more than \$1,000 on shoes.

“over” applies to the action of going over.

Ex: The cat jumped over the fence.

P

Percents

Always use %; don't spell out.

Ex: TV Guide reaches 90% of its audience by Day 7.

primetime

Use as one word, no hyphen when describing the daypart.

Ex: It's the best show in primetime.

Use with a hyphen only if it is modifying.

Ex: Check out the prime-time schedule.

prizewinners

If speaking generally, keep as one word and lowercase unless beginning a sentence.

Ex: She was the big prizewinner.

If it's modifying, use a hyphen, and most likely, capitalize.

Ex: First-Prize Winner will receive a trip to NY.

Punctuation

&

Never use in a sentence in place of the word *and*. Use only when it is part of an established business name.

Ex: Sam & Libby shoes

Colons

Try to avoid multiple uses of colons. You need not put a colon in a headline if the following statement will have a colon as well. The designer can make the headline stand out in another way.

Quotations

Use " unless you are quoting within a quote, then use '.

If you are referring to a part of a whole, such as an *article or feature* in a magazine, a *segment* on a TV show, a *chapter* in a book or a *song* on an album, you should put in quotations.

See "Italics" for more on part vs. whole.

R

Research Studies

@plan

MARS Study

MRI Spring 2004 (season before year)

Nielsen Media Research for TV Guide (tune-in study)

TV Guide Readership Study (rarely used now)

TV Guide Reader Satisfaction Study (more recent)

WebTrends

S

ShowGuide (tvguide.com property)

Sources

If listing one source, introduce with Source:

If listing more than one, introduce with plural Sources:

You need not put a period at the end of source/s.

See "Research Studies" for specific names.

Space Close

standalone vs. Stand-Alone

When describing in *general*, use one word.

Ex: It was their first standalone issue.

When referring to *TV Guide property*, initial cap and hyphenate.

Ex: *Hottest Stars* is a special TV Guide Stand-Alone.

Sweepstakes

sweepstakes vs. contest

In a *sweepstakes*, winners are selected via random draw. *Contests* are based on skill rather than random choice. Entries are reviewed and judged based on a pre-determined list of criteria.

Names

Italicize sweepstakes' complete legal name in copy.

Prize Listing Format

(1) Grand-Prize Winner will receive x, x and x.

(10) First-Prize Winners will receive x.

Rules

If prize is worth under \$5,000 and full rules appear online, you need 11-12 lines of abbreviated rules. If the prize is over \$5,000, disclosures on sweepstakes creative should read: See official rules in (DAY'S) B/W Local Program Section. No purchase necessary. Void where prohibited. Open to legal U.S. residents, 18 or older. Ends (DATE).

T

Tinseltown

Always use as one word.

Ex: Our After Party was the talk of Tinseltown!

TV Guide Taglines

Refer to TV Guide as America's #1 selling entertainment magazine.

Refer to tvguide.com as America's #1 television entertainment website.

Refer to combination as America's #1 entertainment magazine and website.

tune in or tune-in

See "high impact" for modifying rule. Apply the same.

turnkey or turn-key

See "high impact" for modifying rule. Apply the same.

TV Guide Properties

tvguide.com (not TV Guide Online)

TV Guide Channel

TV Guide Full Size

TV Guide Magazine

TV Guide Media Sales Representative

TV Guide Stand-Alone

W

web

Addresses

Punctuation with

If it is being used at the end of a sentence, it is ok to use punctuation. It is more than safe to assume the reader will know it is not part of the address.

Ex: Enter today at tvguide.com.

www

In real, published ads and materials (anything formal) use www in address.

In marketing materials (informal), don't need www.

Ad Units

windowshade

window site

Frequently Used Terms

email

Home page

internet

online

minisite

website

World Wide Web vs. web

Only capitalize the web when speaking of the entire World Wide Web. Otherwise it is ok to use web/website without initial caps.

Ex: He's a web genius.

He's great at navigating the World Wide Web.

For questions, comments, feedback or to add something to the StyleGuide, please contact Tess Forte @ 212.852.7510 or tess.forte@tvguide.com.