



2019 Advertising Requirements

Specifications below apply to emmy magazine and the Primetime Emmys Program Book.

GENERAL REQUIREMENTS

- ★ Trim Size: 8.375" x 10.875"
- ★ See below for bleed specifications.
- ★ Binding Method: Perfect
- ★ Four-color process
- ★ Special Pantone colors available on request for additional charge; contact salesperson for details

MATERIAL SPECIFICATIONS

- ★ Required Format: High-resolution PDF/X-1a
- ★ SWOP specifications apply

FOUR-COLOR

- ★ Recommended Screen: 150
- ★ Tone Density: Maximum 280%

QUICK TIPS

- ★ emmy prints PDF/X-1a files only
- ★ Quality control depends on properly created PDFs
- ★ Images must be 300 DPI
- ★ CMYK TIFFs must be 100% of final size
- ★ RGB colors will not be accepted
- ★ Bleed ads should have at least 1/8" (.125") bleed on all sides
- ★ All live elements — type, etc. — must be at least 1/4" (.25") inside the final trim area
- ★ Transparencies must be flattened
- ★ All ads must contain crop marks offset by 24 points
- ★ Embed all necessary fonts in each PDF

SUBMISSION INSTRUCTIONS

- ★ Send your high-resolution PDF/X-1a via yousendit, hightail, dropbox link, etc.
- ★ Send to Maura Weber, Managing Editor, emmy Magazine: weber@televisionacademy.com
- ★ Identify your file by company name and issue
- ★ DO NOT TITLE IT "EMMY AD"

PLEASE LABEL YOUR PDF/X-1a BY CLIENT NAME, FOLLOWED BY THE AD TITLE SEQUENCE (IF IT'S A MULTI-PAGE BUY), FOLLOWED BY THE ISSUE NUMBER.

Send your SWOP-certified color proof to:

emmy Editor
Television Academy
5220 Lankershim Blvd.
North Hollywood, CA 91601-3109

DISCLAIMER: While we will do our best to match colors, color reproduction is not guaranteed. Please note: color and shade variances will stay within SWOP ranges if a SWOP-certified color proof is supplied. Without a SWOP-certified color proof, advertiser will have no claims for color and/or shade variances. Furthermore, even with furnished color proofs, substantial compliance will constitute satisfactory performance.

AD UNITS	NON-BLEED (LIVE) <u>Width x Depth</u>	TRIM <u>Width x Depth</u>	BLEED <u>Width x Depth</u>
Full page	7" x 10"	8.375" x 10.875"	8.625" x 11.125"
Two-page spread	15" x 10"	16.75" x 10.875"	17" x 11.125"
1/2 page horizontal	7" x 4.625"	8.375" x 5.4375"	8.625" x 5.675"

Safety: Live matter .25" from trim. Special handling cover to text: Keep live matter .375" from center gutter. Special sizes available on request. Ask your sales representative.

IMPORTANT BRANDING & GRAPHICS NOTES

- ★ Our organization's formal name is: Television Academy.
- ★ Please do not use the acronym "ATAS."
- ★ When referring to the Television Academy's signature awards show and statuette, please use the proper name: Emmy Awards.
- ★ Whenever the Emmy statuette is used, it should appear facing left and must be accompanied by ® at its base (denoting trademark protection).
- ★ For additional information, please refer to our Trademark/Copyright policy, Graphics Standards Manual and Brand Platform, all of which are available at TelevisionAcademy.com.