

2021 ADVERTISING REQUIREMENTS ♦ emmy magazine and the Primetime Emmy Program

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 Rose Einstein (einstein@televisionacademy.com) 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 1/2" (.5") 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 wetransfer, hightail, dropbox link, etc.
- Send to Maura Weber, Managing Editor, emmy magazine: weber@televisionacademy.com
- Identify your file by company name and issue
- Export settings for InDesign supplied upon request

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. DO NOT TITLE IT: "EMMY AD."

Send your SWOP-certified color proof to:

Maura Weber, Managing Editor
emmy magazine
5220 Lankershim Blvd.
North Hollywood, CA 91601

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) Width x Depth	TRIM Width x Depth	BLEED Width x Depth
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"

SPECIFICATIONS FOR SPECIAL ADVERTISING UNITS, INCLUDING FRONT COVER GATES, COVER WRAPS AND BELLYBANDS ARE ILLUSTRATED IN A SEPARATE DOCUMENT. CONTACT ROSE EINSTEIN FOR DETAILS: (EINSTEIN@TELEVISIONACADEMY.COM)

Safety: Live matter .5" from trim. Special handling cover to text: Keep live matter .5" 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.