



# TECHNICAL SPECIFICATIONS

## GENERAL REQUIREMENTS

- Trim Size: 8.375" x 10.875"
- See the upper right page for bleed specifications.
- Binding Method: Perfect
- Four-color process
- Special Pantone colors are available on request for an additional charge; contact Rose Einstein (einstein@televisionacademy.com) for details.

## MATERIAL SPECIFICATIONS

- Required Format: High-resolution, press-ready 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 the 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.

AD UNIT (width x height)	LIVE SAFETY/NON-BLEED	TRIM	BLEED
FULL PAGE	7" x 10"	8.375" x 10.875"	8.625" x 11.125"
2-PAGE SPREAD	15" x 10"	16.75" x 10.875"	17" x 11.125"
1/2 HORIZONTAL	7" x 4.625"	8.375" x 5.4375"	8.625" x 5.675"

## 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](http://TelevisionAcademy.com).

## SUBMISSION INSTRUCTIONS

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 high-resolution PDF/X-1a via wetransfer, hightail, dropbox link, etc. to [weber@televisionacademy.com](mailto:weber@televisionacademy.com).

Send your SWOP-certified color proof to:  
Maura Weber  
Managing Editor, *emmy* Magazine  
5220 Lankershim Blvd.  
North Hollywood, CA 91601

Export settings for InDesign will be supplied upon request.

## SPECIAL AD UNIT SPECS

- Front Cover Gates
- Cover Wraps
- Bellybands

Special advertising units are illustrated in a separate document. Please **contact Rose Einstein** for details: [einstein@televisionacademy.com](mailto:einstein@televisionacademy.com)



## 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, the advertiser will have no claims for color and/or shade variances. Furthermore, even with furnished color proofs, substantial compliance will constitute satisfactory performance.