

THE
THIRTY-FIRST
ANNUAL

NIGHT OF A THOUSAND

Gowns

CELEBRATING
31 YEARS OF SERVICE
WITH



TO BENEFIT



ADVERTISING RATES AND SPECS
NIGHT OF A THOUSAND GOWNS
DIGITAL COMMEMORATIVE JOURNAL
WITH EARLY-BIRD DISCOUNTS



THIRTY-ONE YEARS YOUNG

The 31st Annual Night of a Thousand Gowns promises to be a very special event and this year's keepsake commemorative dinner journal will be extra special as well. Night of a Thousand Gowns takes an up-to-the-minute approach to event advertising — our dinner journal is entirely digital. Attendees will receive the journal on a specially designed USB device. The journal will also be viewable for a full year in an embedded viewer on the ICNY website and available at www.issuu.com and through Issuu's mobile apps.

SAVE THE PLANET AND SUPPORT OUR BENEFICIARIES

In the past we have printed — at great expense, both financially and environmentally — a dinner journal of close to 200 pages of fascinating editorial content and ads from our supportive community. The new digital publication will contain a similar number of pages and even more compelling content. In addition to distribution at the event, the digital journal will be displayed prominently on the Court's website for one year, after which time it will be archived on the site. Links to the Journal will be promoted on Facebook and Twitter. Some video content from the journal will be played on the large screens during the event as well.

All of the editorial features you've loved over the years and more are presented in our digital dinner journal, including the gallery of member photos, letters from our esteemed Honorary Chairs and political luminaries, an article on the history of the New York Court as well as the International Court System will be included, as will Letters of Appreciation from our incoming and stepping-down monarchs. The Journal is also published on the ISSUU platform and can be viewed with any web browser. A mobile viewer is also available.

ADVERTISING BENEFITS

Digital technology allows us to offer new benefits to advertisers. **Every ad will include a free link (where one is provided) to an appropriate website!** So, unlike a printed journal, your ad here **links you directly to your customer!**

AD RATES

See ad rates and specs opposite. Please note the extra-special early-bird rates.

AD SUGGESTIONS

See the back of this brochure for suggested language to be used in congratulatory ads.

SIZE SPECIFICATIONS FOR BOTH PRINT AND DIGITAL PUBLICATIONS

Program trim size: 8" x 10-3/4"

Ad Format	Ad Dimensions	Through Dec. 7, 2016	After Dec. 7, 2016
☐ Full page	7" wide x 9-3/4" deep	\$345	\$430
☐ Full page bleed.	Trim: 8" x 10-3/4" PLUS 1/8" bleed on all sides	\$380	\$475
☐ Half page (horizontal)	7" wide x 4-3/4" deep	\$185	\$235
☐ Half page (vertical)	3-3/8" wide x 9-3/4" deep	\$185	\$235
☐ Quarter page (horizontal)	7" wide x 2-1/4" deep	\$105	\$130
☐ Quarter page (vertical)	3-3/8" wide x 4-3/4" deep	\$105	\$130
<i>Back cover and inside cover rates available upon request</i>			

All materials due by January 15, 2017

PRODUCTION SPECIFICATIONS

The digital Dinner Journal will be produced as a PDF document to be viewed on a computer or digital tablet or phone through a browser-based application or mobile app, issuu.com. The viewer will also be embedded on the ICNY website. Attendees at the event will receive the journal on a specially designed USB device.

Mechanical Requirements

Ad sizes are unchanged from previous years, so if you have run an ad in a previous journal and wish to use it again, we can accommodate that request. Please note that ad proportions are extremely important. Ads must match or scale to sizes indicated above or they may not be accepted. Please submit your ad as a PDF or JPEG file of at least 100 dpi. All files must be set to RGB or grayscale. Full page ads that will bleed must include the additional 1/8" bleed on all sides with text allowing at least 1/8" safety within the trim size. Files must be emailed or submitted electronically (if over 10 mb total, compress in Zip archives when e-mailing) with this form attached (when e-mailing, include **all** requested information in the body of your message and send to advertising@icny.org, subject line: "Your company name ad for NOATG"). Ads may **not** be submitted as physical mechanicals. You may also send via yousendit.com, wettransfer.com or [dropbox link](http://dropbox.com) along with an email notifying us to be on the lookout for it. If any of these specifications are unclear **please inquire before** creating your ad. Email questions regarding specifications to: journal@icny.org. Digital links to your website will ONLY be included if you supply the link below.

Please provide ALL information requested below.

Ad production artist name and phone number: _____

☐ I would like the Imperial Court to lay out my ad (text and logo only) for an additional service fee of \$50. Please submit your ad copy clearly in your email. Logos must be submitted as electronic files of adequate resolution. Payment must accompany ad copy. Allow three weeks lead time prior to actual deadline date if you wish us to create your ad.

Company Name/Ad Title _____

Company Contact Name _____ Telephone Number _____

E-Mail address _____

Address _____

Authorized Signature _____ Date _____

Ad Size Requested _____ Amount Enclosed _____

Charge my ad to: Card Type _____ Name on card _____ Number _____

Expiration Date _____ CVV Code _____ Signature _____

Sold by (ICNY Member) _____

File format and media type submitted _____ Link my ad to this URL: _____

Orders must be accompanied by your check or money order (in U.S. funds) by the deadlines and made payable to ICNY

Mail to: **Imperial Court of New York**
208 West 13th Street, New York, NY 10011

SUGGESTED AD LANGUAGE

Many advertisers like to congratulate the Court or specific members involved in the evening's festivities. Following is suggested language with accurate titles.

The proper name of the organization is:

Imperial Court of New York

This is:

The 31st Annual

Night of a Thousand Gowns

The theme is:

Casino Royale

The evening's beneficiary is:

Transgender Legal Defence & Education Fund

The reigning monarchs are:

Their Most Imperial Sovereign Majesties (or T.M.I.S.M.)

Emperor XXV Tree

and

Empress XXX Sugar B. Real

The incoming monarch who will be crowned at the end of the evening is:

Imperial Crown Prince Royal Harrington

The regent empress selected to serve with him is:

Her Imperial Majesty (or H.I.M.)

Empress XXIX Madison Mansfield, Regent Select

After their coronation they will be known as:

His Most Imperial Sovereign Majesty (or H.M.I.S.M.)

Emperor XXVI Harrington

and

Her Imperial Majesty (or H.I.M.)

Empress XXIX and Regent Empress XXXI Madison Mansfield

If you wish to congratulate another member of the Court, please check their current accurate title.