



TO BENEFIT



**GOD'S LOVE**  
**WE DELIVER®**

## **ADVERTISING RATES AND SPECS**

NIGHT OF A THOUSAND GOWNS  
COMMEMORATIVE JOURNAL



## SIZE SPECIFICATIONS AND PRICING

Journal trim size: 8½" x 10-¼"

Ad Format .....	Ad Dimensions .....	Price
<input type="checkbox"/> Full page .....	7¼" wide x 9-½" deep .....	\$345
<input type="checkbox"/> Full page bleed. ....	Trim: 8½" x 10-¼" <b>PLUS</b> ½" bleed on all sides. ....	\$380
<input type="checkbox"/> Half page (horizontal) .....	7¼" wide x 4-⅝" deep .....	\$185
<input type="checkbox"/> Half page (vertical) .....	3-½" wide x 9-½" deep .....	\$185
<input type="checkbox"/> Quarter page (horizontal) .....	7¼" wide x 2-¼" deep .....	\$105
<input type="checkbox"/> Quarter page (vertical) .....	3-½" wide x 4-⅝" deep .....	\$105

*Back cover and inside cover rates available upon request*

All materials due by January 31, 2018

## PRODUCTION SPECIFICATIONS

### *Mechanical Requirements*

AD SIZES AND PROPORTIONS ARE **DIFFERENT** THIS YEAR. PLEASE CONSULT THE DETAILS ABOVE BEFORE CREATING YOUR AD. But, if you wish to repeat an ad used in a previous year, please consult us before recreating, we *may* be able to reuse it as is. 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 300 dpi. All files should be set to RGB. Full page ads that will bleed must include the additional ½" bleed on all sides with text allowing at least ¼" safety within the *trim* area. Files must be emailed or submitted electronically (if over 10 mb total, compress in a Zip archive when e-mailing) with this form attached (or include **all** requested information in the body of your message and send to [advertising@icny.org](mailto: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](http://yousendit.com), [wettransfer.com](http://wettransfer.com) or a **dropbox link** along with an email notifying us to be on the lookout for it and including all of the information requested below. If any of these specifications are unclear **please inquire before** creating your ad. Email questions regarding *specifications* to: [journal@icny.org](mailto:journal@icny.org). A digital link to your website can be included in the online version of the journal but will **ONLY** be included if you supply the link as indicated 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 \_\_\_\_\_

Mailing Address \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Ad Unit 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 submitte \_\_\_\_\_ Link the digital verion of 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 32nd Annual**

**Night of a Thousand Gowns**

The theme is:

**Carnival**

The evening's beneficiary is:

**God's Love We Deliver**

The reigning monarchs are:

**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**

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

**Imperial Crown Princess Royale Gaye Banter**

The regent emperor selected to serve with her is:

**His Imperial Majesty (or H.I.M.)**

**Emperor XVII Rob Hunter De Woofs, Regent Select**

After their coronation they will be known as:

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

**Empress XXXII Gaye Banter**

and

**His Imperial Majesty (or H.I.M.)**

**Emperor XVII and Regent Emperor XXVII Rob Hunter De Woofs**

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

Full Page Non-bleed = 7.25" x 9.5"

Half Page Horizontal = 7.25" x 4.625"

Quarter Page Horizontal = 7.25" x 2.25"

Half Page Vertical = 3.5" x 9.5"

Quarter Page Vertical =  
3.5" x 4.625"

Bleed

Trim

Safety

Full Page Bleed = 8.375" x 10.5"  
Trims to 8.125" x 10.25"