



ADVERTISING RATES AND SPECS

NIGHT OF A THOUSAND GOWNS COMMEMORATIVE JOURNAL



SIZE SPECIFICATIONS AND PRICING

Journal trim size: 8\%" x 10-\\4"

Ad Dimensions	Price
. 7¼" wide x 9 -1/2" deep	\$345
" x 10-¼" <i>PLUS</i> ⅓" bleed on all sides	\$380
. 7 ¹ / ₄ " wide x 4-5/8" deep	\$185
.3-1/2" wide x 9-1/2" deep	\$185
. 7 ¹ / ₄ " wide x 2- ¹ / ₄ " deep	\$105
.3-1/2" wide x 4-5/8" deep	\$105
•	. 7¼" wide x 9-½" deep. 'x 10-¼" <i>PLUS</i> ½" bleed on all sides. . 7¼" wide x 4-5%" deep. . 3-½" wide x 9-½" deep. . 7¼" wide x 2-¼" deep.

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 <u>DIFFERENT</u> 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 1/4" 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, subject line: "Your company name ad for NOATG"). Ads may not be submitted as physical mechanicals. You may also send via yousendit.com, wetransfer.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. 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 red	quested below.		
Ad production artist name and phone	e number:		
<u>-</u>	as electronic files of adequat	•	ional service fee of \$50. Please submit your ad copy clearly i ent must accompany ad copy. Allow three weeks lead time
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 ve	erion of my ad to this URL:

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.)

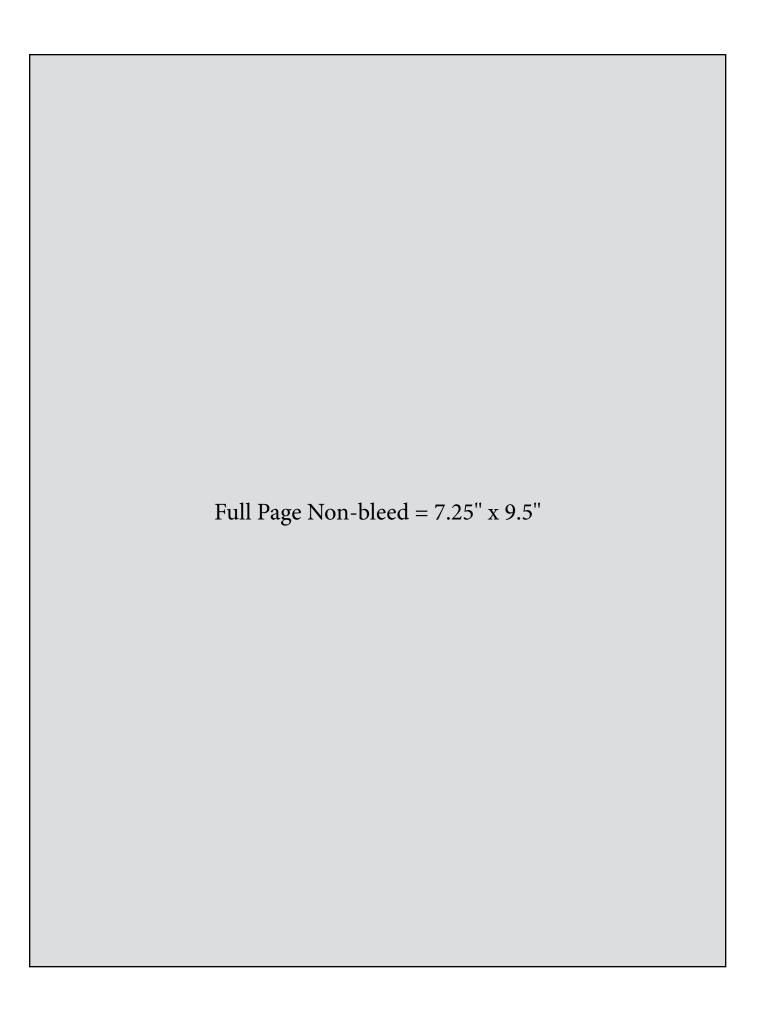
Empress XXXII Gaye Banter

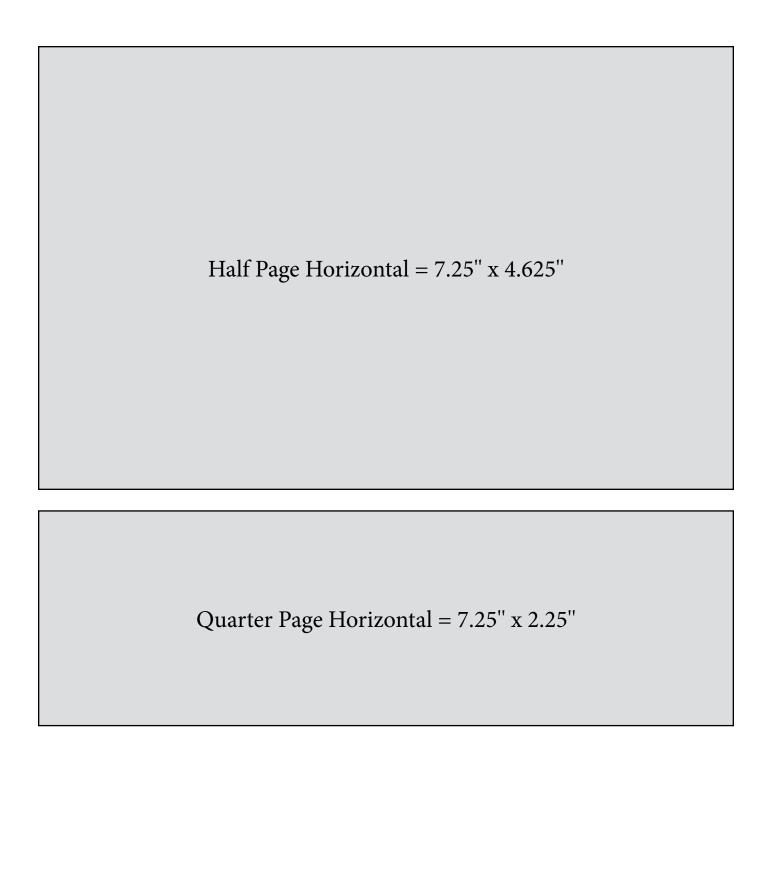
and

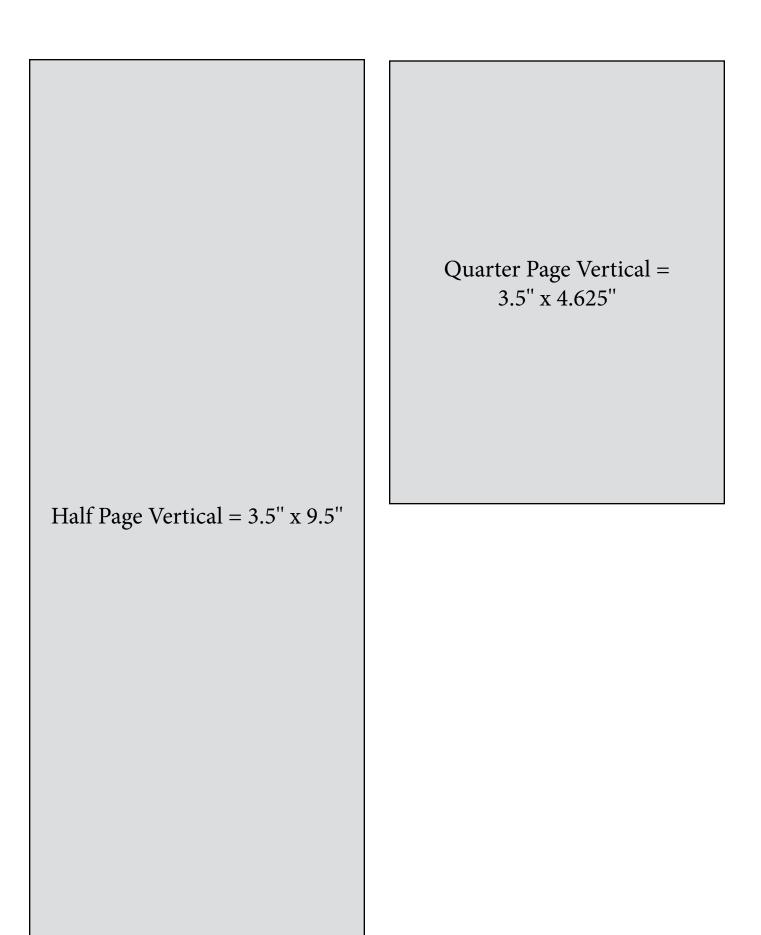
His Imperial Majesty (or H.I.M.)

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.







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