

THE
THIRTY-THIRD
ANNUAL

NIGHT OF A THOUSAND
*Gowns*TM

SATURDAY, APRIL 6, 2019
MARRIOTT MARQUIS NEW YORK

TO BENEFIT



ADVERTISING RATES AND SPECS

NIGHT OF A THOUSAND GOWNS
COMMEMORATIVE JOURNAL



SIZE SPECIFICATIONS AND PRICING

Journal trim size: 8 $\frac{1}{8}$ " x 10- $\frac{1}{4}$ "

Ad Format	Ad Dimensions	Price
<input type="checkbox"/> Full page	7 $\frac{1}{4}$ " wide x 9- $\frac{1}{2}$ " deep	\$345
<input type="checkbox"/> Full page bleed	Trim: 8 $\frac{1}{8}$ " x 10- $\frac{1}{4}$ " PLUS $\frac{1}{8}$ " bleed on all sides	\$380
<input type="checkbox"/> Half page (horizontal)	7 $\frac{1}{4}$ " wide x 4- $\frac{5}{8}$ " deep	\$185
<input type="checkbox"/> Half page (vertical)	3- $\frac{1}{2}$ " wide x 9- $\frac{1}{2}$ " deep	\$185
<input type="checkbox"/> Quarter page (horizontal)	7 $\frac{1}{4}$ " wide x 2- $\frac{1}{4}$ " deep	\$105
<input type="checkbox"/> Quarter page (vertical)	3- $\frac{1}{2}$ " wide x 4- $\frac{5}{8}$ " deep	\$105

Back cover and inside cover rates available upon request

All materials due by January 30, 2019

PRODUCTION SPECIFICATIONS

Mechanical Requirements

AD SIZES AND PROPORTIONS ARE THE SAME AS LAST YEAR. PLEASE CONSULT THE DETAILS ABOVE BEFORE CREATING YOUR AD. If you wish to repeat an ad used in a year previous to that, 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 $\frac{1}{8}$ " bleed on all sides with text allowing at least $\frac{1}{4}$ " 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 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 33rd Annual
Night of a Thousand Gowns**

The theme is:
Night of a Thousand Gowns

The evening's beneficiary is:
Trinity Place Shelter

The reigning monarchs are:
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**

The incoming monarchs who will be crowned at the end of the evening are:
Imperial Crown Prince Royal (or I.C.P.R) Antonio T. Ventura
Imperial Crown Princess Royale (or I.C.P.R) Chuleta Devine

After their coronation they will be known as:
Their Most Imperial Sovereign Majesties (or T.M.I.S.M.)
Emperor XXVIII Antonio T. Ventura and Empress XXXIII Chuleta Devine

If you wish to congratulate another member of the Court, please check their current, accurate title with our Vice President at vicepresident@icny.org.

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"