

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: 81/8" x 10-1/4"

| Ad Format | Ad Dimensions | Price |
|---------------------------|---|-------|
| | 7 ¹ / ₄ " wide x 9-½" deep | |
| | im: 81/8" x 10-1/4" PLUS 1/8" bleed on all sides | |
| ☐ Half page (horizontal) | 7 ¹ / ₄ " wide x 4- ⁵ / ₈ " deep | \$185 |
| | 3-½" wide x 9-½" deep | |
| | 7 ¹ / ₄ " wide x 2- ¹ / ₄ " deep | |
| | 3-1/2" wide x 4-5/8" deep | |
| □ Quarter page (vertical) | 3-½" wide x 4-%" 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 1/8" 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.

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

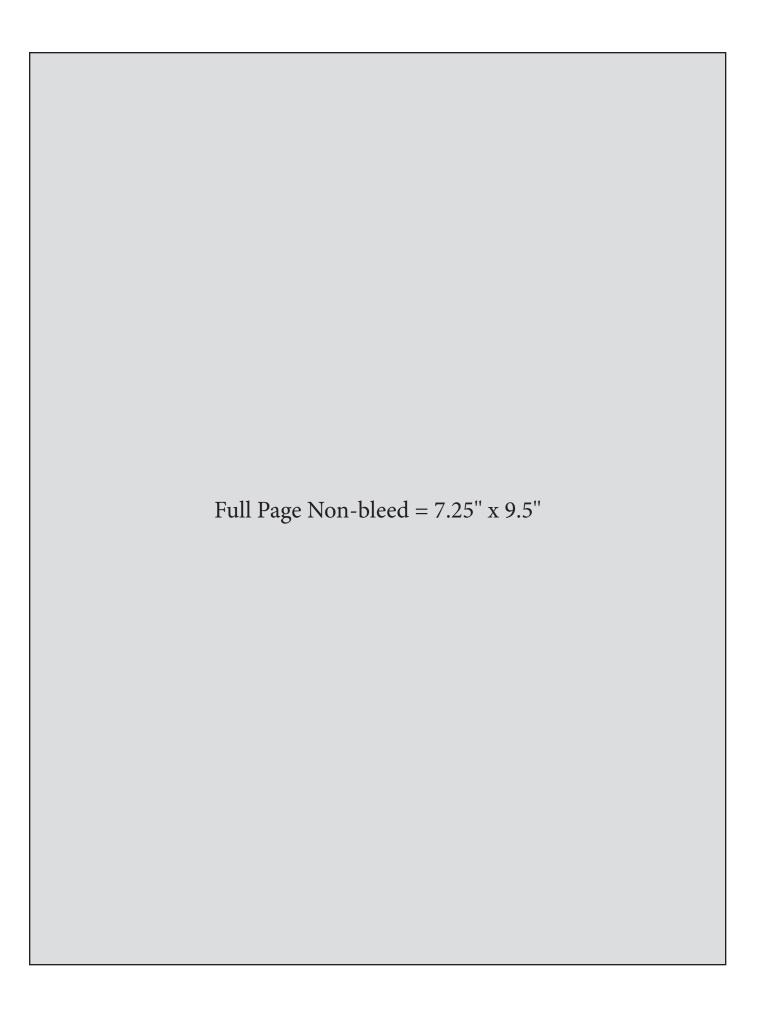
The incoming monarchs who will be crowned at the end of the evening are:

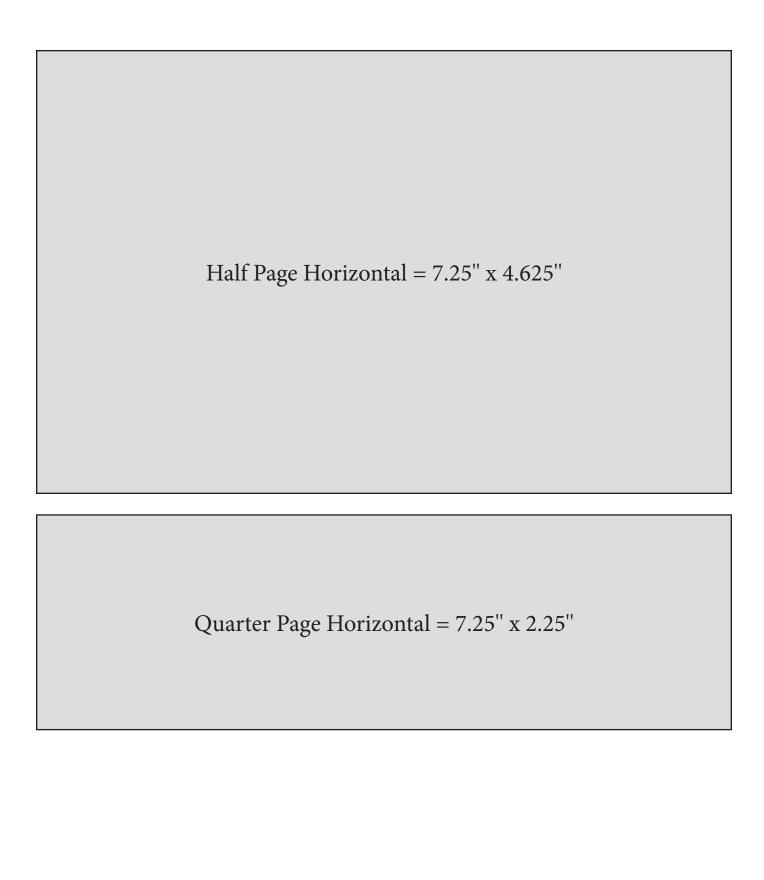
Imperial Crown Prince Royal (or I.C.P.R) Antonio T. Ventura Imperial Crown Princess Royale (or I.C.P.R) Chuletta Devine

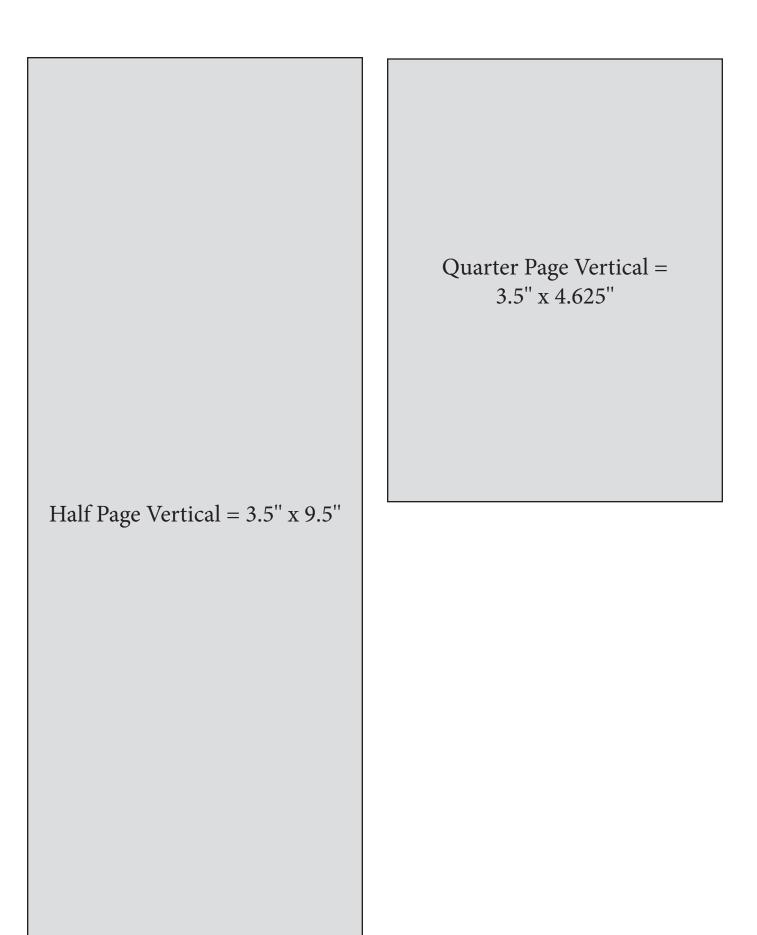
After their coronation they will be known as:

Their Most Imperial Sovereign Majesties (or T.M.I.S.M.)
Emperor XXVIII Antonio T. Ventura and Empress XXXIII Chuletta 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.







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