



THE
THIRTY-EIGHTH
ANNUAL

NIGHT OF A THOUSAND
*Gowns*TM

COMMEMORATIVE JOURNAL
ADVERTISING SUBMISSION FORM

Size Specifications and Pricing

- Journal Size: 5.5" x 8.5" – Full color-Printed, and digital booklet.
- Front and Back Covers are not available – Inside Front, and Inside Back Covers are available for \$500.00 and will be reserved for Sponsors only if specified and on a first come paid basis.
- All completed advertising artwork must be received no later than **February 5th, 2024, Deadline**

AD FORMAT	AD DIMENSIONS	PRICE
FULL PAGE-FULL BLEED	5.5" x 8.5" plus 0.25" Bleed on all sides	\$ 200
FULL PAGE-NO BLEED	4.5" x 7.25"	\$ 200
HALF PAGE- HORIZONTAL	4.5" x 3.5"	\$ 100

Production Specifications

- Ad payment can be made using our link in the payment section
- 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.
- Ads may not be submitted as physical mechanicals.
- Full page ads with bleed must include the additional 1/4" bleed on all sides with text allowing at least 1 / 4" safety within the trim area.
- Files must be emailed or submitted electronically 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". If the file is over 10 MB, please compress in a Zip archive before attaching the file to the email.
- 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.
- 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 in the form below.

ADVERTISING SUBMISSION INFORMATION

For each ad submission, please provide all the following information:

Please select one of the following:

I am submitting our ad

Ad is being created by another source

Please provide artist name and phone number:

COMPANY / COURT NAME

COMPANY / COURT CONTACT

COMPANY / COURT PHONE

COMPANY / COURT EMAIL

MAILING ADDRESS

TITLE OF AD

AD SIZE REQUESTED

FULL PAGE / FULL BLEED

FULL PAGE / NO BLEED

HALF PAGE / HORIZONTAL

PAYMENT INFORMATION

Online

[FULL PAGE LINK](#)

[HALF PAGE LINK](#)

Check (US Funds) Please mail to:

Imperial Court of New York
93 Fourth Avenue #269
New York, NY 10003

FILE FORMAT / MEDIA TYPE SUBMITTED

DIGITAL JOURNAL / URL TO LINK

I WOULD LIKE A PHYSICAL COPY OF THE JOURNAL

YES

NO

Suggested Ad Language

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

The proper name of the organization is: The Imperial Court of New York

This is: The Thirty-Eighth (38th) Annual Night of a Thousand Gowns

The evening's beneficiary is: Trinity Place Shelter

The Current Reign is: The XXXVII (37th Reign)

The reigning monarchs are:

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

Or

His Most Imperial Sovereign Majesty or (H.M.I.S.M.)
Emperor XXIX and Regent Emperor XXXII Graham D'Craquer

And

Her Most Imperial Sovereign Majesty or (H.M.I.S.M.)
Empress XXXIV, and Regent Empress XXXVII Madelyne Keyth

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

His Imperial Royal Highness or (H.I.R.H.) Imperial Crown Prince Royal Jeffrey II

And

Her Imperial Royal Highness or (H.I.R.H.) Imperial Crown Princess Royale Ruby Starling

After their coronation they will be known as:

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

or

His Most Imperial Sovereign Majesty or (H.M.I.S.M.) Emperor XXXIII Jeffrey II

And

Her Most Imperial Sovereign Majesty or (H.M.I.S.M.) Empress XXXVIII Ruby Starling

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