



THE  
THIRTY-NINTH  
ANNUAL  
NIGHT OF A THOUSAND

# Gowns

## 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 20th, 2025, 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 QR 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](mailto: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:

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COMPANY / COURT NAME

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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



HALF PAGE

Check (US Funds) Please mail to:

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

FILE FORMAT / MEDIA TYPE SUBMITTED

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DIGITAL JOURNAL / URL TO LINK

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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-Nine (39th) Annual Night of a Thousand Gowns

**The evening's beneficiary is:** Broadway Cares / Equity Fights AIDS

**The Current Reign is:** The XXXVIII (38th 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 XXXIII Jeffrey II

And

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

Empress XXXVIII Ruby Starling

**The incoming monarchs after their coronation will be known as:**

Their Imperial Majesties (or T.I.M.)

or

His Imperial Majesty or (H.I.M.) Regent Emperor Select XXXIV Tony Monteleone

And

Her Imperial Majesty or (H.I.M.) Regent Empress Select XXXIX Sugar B Real

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