WALLACE AWARD®

GALA DINNER PROGRAM ADVERTISEMENTS ORDER FORM

FINAL DEADLINE: FRIDAY, OCTOBER 31, 2014

THE AMERICAN-SCOTTISH FOUNDATION, INC.

I would like to place an advertisement in the Gala Journal Program for the ASF Wallace Award®
Gala Dinner at the University Club, New York City, on Friday, November 14, 2014:

.... **Full page Color at $1,250** sub total ....

.... **Full page Black & White at $750** sub total ....

.... **Half page Color at $650** sub total ....

.... **Half page Black & White at $425** sub total ....

Total ....

Name of Individual/Business/Organization _____

Address _____

City _____ State _____ Zip_____

Email _____ Phone _____

Fax _____ Date _____

___ My check made payable to *The American-Scottish Foundation* is enclosed

___ Please charge my credit card ☐ American Express ☐ MasterCard ☐ Visa
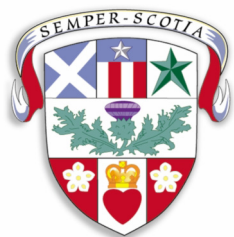
Name on Card (please print) _____

Card no. _____ Expiration _____ Code _____

Signature _____ Billing zip code _____

Please fax this form to 212 605 0222.
Artwork to be camera ready. See specification sheet.

WALLACE AWARD®

DINNER PROGRAM ADVERTISEMENTS
DIGITAL FILE SUBMISSION SPECIFICATIONS

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Ad Sizes (width x height):
Program trim size: 8 1/2" x 11"
Full page (framed ad/picture) maximum live area: 7 3/4" x 10"
Full page (to edge of program trim) 8 3/4" x 11 1/4" <u>inclusive</u> of 1/8" bleed all round
Half page (framed ad/picture) maximum live area 7 3/4" x 4 7/8"

Color: Color or Black and White/Greyscale

Pricing:
Full page - color - $1,250 (ORKNEY sponsors receive page inclusive in their sponsorship of a table)
Full page - B&W - $750
Half page - color - $650 (SKYE sponsors receive half page inclusive in their sponsorship of a table)
Half page - B&W - $425

Accepted applications:
<u>Adobe Acrobat PDF files - high resolution, no compression (preferred format)</u>
Adobe Indesign files (if transparency is used, turn on "clip complex regions". Do not turn on "simulate overprints" option in advanced settings.) Adobe Photoshop files.

Unaccepted applications:
Corel Draw, Macromedia Freehand, Word Perfect, MS Powerpoint, MS Publisher, MS Excel, MS Word (except for supply of copy if we are to prepare ad for you), QuarkXpress.

Image usage format:
Accepted: EPS, TIFF or JPG, PNG, native AI and PS files
<u>Images must be minimum 300DPI 100%.</u> Beware of inserting color images into B&W PDF files; please ensure they are greyscale before embedding. Embed all screen and printer fonts in picture/art files.
Unaccepted: PICT, CT, DCS, RIFF, OPI, GIF, BMP, PCX, TARGA, IFF, PIXAR, WPX, Metafiles, web images or film

Fonts: Type 1 Postscript fonts (supply screen and printer fonts) - true type only if embedded in a PDF. Use actual fonts where possible or create in an illustration program. Create outlines in AI. 5pt type size minimum.

Submission:
Email files to Mark Beaumont at MABeaumont@aol.com (www.baybytes.com)
Payment should be made directly to the event staff at:
The American-Scottish Foundation, Inc., Scotland House®, 575 Madison Avenue, Suite 1006, New York, NY 10022. Telephone: 212-605-0338. Email: asfevents@wwbcny.com
Additional information: contact Mark Beaumont at MABeaumont@aol.com with production queries.