

THE AMERICAN-SCOTTISH  
FOUNDATION, INC.



## GALA DINNER PROGRAM ADVERTISEMENTS ORDER FORM

**FINAL DEADLINE: FRIDAY, OCTOBER 26, 2012**

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 9, 2012:

.....	<b>Full page Black &amp; White at \$750</b>	sub total .....
.....	<b>Full page Color at \$1,250</b>	sub total .....
.....	<b>Half page Black &amp; White at \$425</b>	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

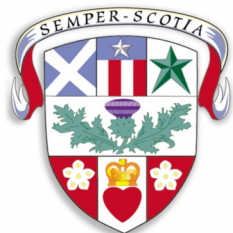
Name on Card (please print) \_\_\_\_\_

Card no. \_\_\_\_\_ Expiration \_\_\_\_\_ Code \_\_\_\_\_

Signature \_\_\_\_\_ Billing zip code \_\_\_\_\_

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

**The American-Scottish Foundation®**  
Scotland House, 575 Madison Avenue, 10th Floor, New York, NY 10022  
Tel. 212 605 0338 · Fax. 212 605 0222 · Email. asfevents@wwbcny.com  
www.americanscottishfoundation.org



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## **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" inclusive 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 (Platinum sponsors receive page inclusive in their sponsorship of a table)

Full page - B&W - \$750 (Platinum sponsors receive page inclusive in their sponsorship of a table)

Half page - B&W - \$425 (Emerald Sponsors receive half page inclusive in their sponsorship of a table)

### **Accepted applications:**

Adobe Acrobat PDF files - high resolution, no compression (preferred format)

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

Images must be minimum 300DPI 100%. 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 on MABeaumont@aol.com with production queries or for advice or assistance in ad preparation.