

MAY 3RD

# 2018 IRI GALA

**HONORING** ENTERPRISE FLEET MANAGEMENT PETER SETARO,  
INNOVATIVE RESOURCES FOR INDEPENDENCE RAYMOND DENATALE &  
THE BEACON GROUP BARBARA LEHRER

DEADLINE FOR ADVERTISING SUBMISSIONS IS APRIL 8TH

## Souvenir Journal Advertising Specifications

- All advertisements must be in black and white format
- The Journal's dimensions are 7.5 inches by 10 inches

### Dimensions of ads:

**FULL PAGE-** (6.5" x 8.25")

**HALF PAGE-** horizontal only (6.5" x 3.75")



### Electronic Files

- Files should be submitted in FINAL FORM as a high-resolution 300dpi PDF at 100%
- Do not use bleeds. Build file within the live area only (see dimensions above)
- Do not build ad on default paper size of 8.5 x 11 inches. Set document page size to match ad trim.
- Embed all fonts and images
- Convert fonts to outlines when possible and flatten photoshop files
- Note: Images and logos from websites are NOT usable for print ads.
- Files should be mailed on a CD or sent via e-mail to [jonathan.park@in-res.org](mailto:jonathan.park@in-res.org)
- All questions should be directed to Jonathan Park, Director of Development & Fundraising at (718) 805-6796, ext. 1108 or [jonathan.park@in-res.org](mailto:jonathan.park@in-res.org)

### Advertising Pricing

Back Cover	\$2,500	Full Page	\$600
Inside Front Cover	\$2,000	Half Page	\$350
Inside Back Cover	\$2,000	<b>IRI Families Only</b>	
Gold Page	\$1,500	Quarter Page	\$200
Silver Page	\$1,000	Name Listing Only	\$50

