

26th Annual Gala

Celebrating 39 Years of New York City's House

The Premiere Annual Fund-Raising Event for Ronald McDonald House® New York



Ronald McDonald House® New York

Ad Specifications & Requirements 2018 Gala Journal

AD CLOSING DATE:

Wednesday, April 25th, 2018

FILE REQUIREMENTS

- Ads should be in PDF/X-1A format with all fonts and images embedded.
- Color ads must be in CMYK colors only.
- All images must be high resolution (300 dpi).
- Crop marks must be included.
- Allow at least 1/8" safety for live matter from trim on all sides.

MECHANICAL SPECIFICATIONS (width x height)

PAGE UNIT	NON-BLEED	BLEED	TRIM
Full Page	w 5.5" x h 8.5"	N/A	N/A
1/2 Horizontal	w 5.5" x h 4.0"	NA	N/A
1/4 Vertical	w 2.5" x h 4.0"	NA	NA

Journal trim size: 6" x 9"

Print process: offset; supplement journal: digital

Binding method: perfect bind; supplement journal: saddle-stitch

AD SUBMISSION

Ads should be emailed in PDF format stated above. If file size is over 10 MB, please contact RMH-NY for uploading information.

JOURNAL LISTING

When submitting materials, please specify your individual name or company name as you wish to be listed.

CONTACT

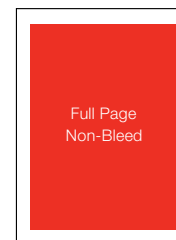
Nicole Battista

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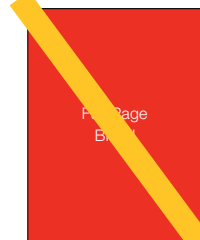
nbattista@rmh-newyork.org
 www.rmh-newyork.org



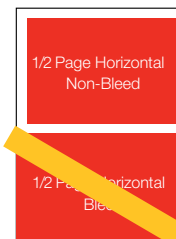
AD FORMATS



Full Page Non-Bleed:
w 5.5" x h 8.5"

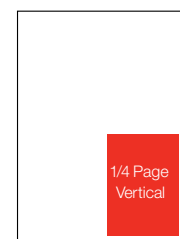


Full Page Bleed:
NOT AVAILABLE



1/2 Page Non-Bleed:
w 5.5" x h 4.0"

1/2 Page Bleed:
NOT AVAILABLE



1/4 Page Vertical:
2.5" x 4.0"