

Virtual 28th Annual Gala



Ronald
McDonald
House®
New York

Monday, November 16, 2020

Ad Specifications & Requirements 2020 Digital Gala Journal

AD CLOSING DATE:

Monday, November 2, 2020

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
Full Page	w 5.5" x h 8.5"
1/2 Horizontal	w 5.5" x h 4.0"
1/4 Vertical	w 2.5" x h 4.0"

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

Development Specialist, Online Strategies

Ronald McDonald House® New York

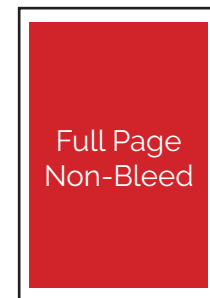
405 East 73rd Street

New York, NY 10021

212-639-0203

nbattista@rmh-newyork.org

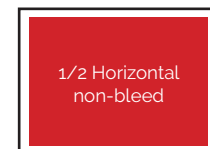
www.rmh-newyork.org



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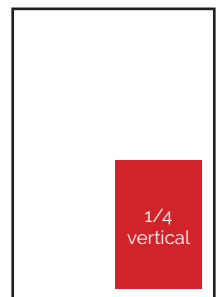
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