

Recognize
and
congratulate
your colleagues!

The New York Bar Foundation, in collaboration with NYSBA, will be producing an Awards Booklet to recognize and honor Annual Meeting Awardees in 2019.

We invite you to congratulate the recipients of these esteemed awards that will be presented during Annual Meeting Week, January 14 – 19, 2019.

Please contact The Foundation prior to November 19, 2018 to reserve your space.
(Please note, ad space is limited.)

High resolution PDF ads should be emailed, print ready to dauspelmyer@tnybf.org prior to December 1, 2018 to be included.

Payments should be sent to:

The New York Bar Foundation
1 Elk Street
Albany, NY 12207

Please call The Foundation
at (518) 487-5650
for more information or
to reserve your space.



**THE NEW YORK
BAR FOUNDATION**

LAWYERS CARING. LAWYERS SHARING. AROUND THE CORNER. AROUND THE STATE.

Press-Ready Ads – Design Specifications and Rates

ONLY PDF, EPS and TIF and files will be accepted.

All RGB and spot colors should be converted to CMYK.

TIF ads must be submitted at 300 dpi.

All full page ads must be submitted with a 0.25" bleed.

Ads not submitted in the correct format *will not* print accurately and may not be included.

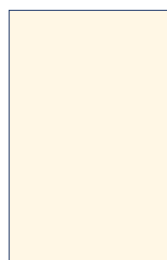
A redesign charge may be applied to ads that need size or quality adjustment after submission.

Frequent Problems

1. Ad files requiring a bleed submitted without the correct 0.25" bleed. *See graphic on the bottom right of this sheet.*
2. Ad files requiring a bleed submitted with text within 0.25" of the trim-line.
3. Ads submitted without crop marks.
4. Ads which must be resized to fit specifications.
5. Misspelling or typographical errors.
6. Using photos or art work downloaded from the internet. These will look great on screen but due to their low 72 dpi resolution will look awful in print.

Ad sizes listed to the right, are the final trim sizes.

PLEASE add 0.25" bleed all the way around the ad and save the file with this bleed before sending.

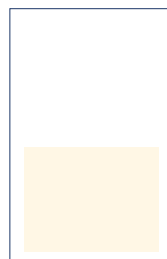


Full Page with Bleeds
8.5" h x 5.5" w Final Trim Size

B & W – \$500
Full Color – \$600

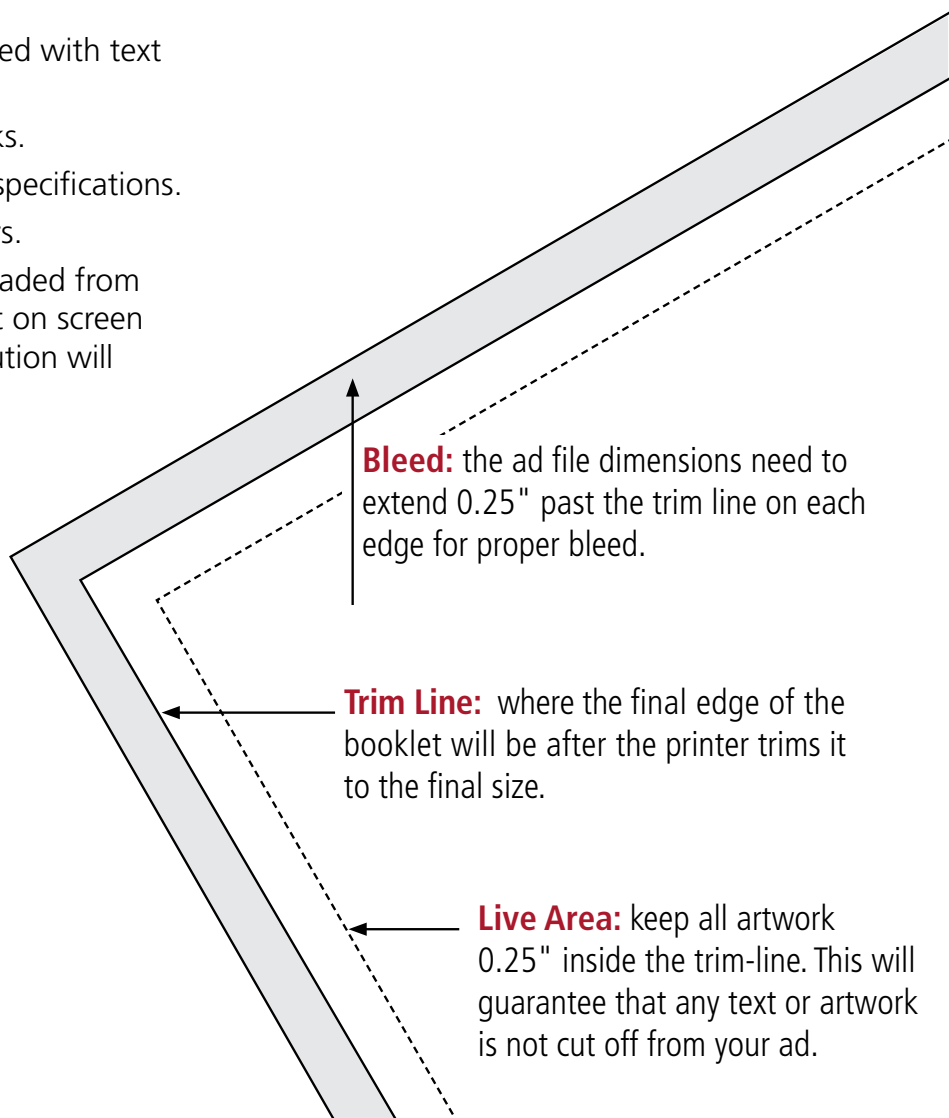
Inside Front Cover
Full page, full color – \$1,000

Inside Back Cover
Full page, full color – \$1,000



Half Page Without Bleed
3.5" h x 4.5" w

B & W – \$350
Full Color – \$425



Bleed: the ad file dimensions need to extend 0.25" past the trim line on each edge for proper bleed.

Trim Line: where the final edge of the booklet will be after the printer trims it to the final size.

Live Area: keep all artwork 0.25" inside the trim-line. This will guarantee that any text or artwork is not cut off from your ad.