

THE AMERICAN-SCOTTISH  
FOUNDATION, INC.

# Wallace Award® for Heritage, Arts & Culture

## GALA DINNER PROGRAM ADVERTISEMENTS ORDER FORM

**FINAL DEADLINE: FRIDAY, October 18, 2024**

I would like to place an advertisement in the Gala Journal Program for the ASF Wallace Award for Heritage, Arts & Culture at the University Club, New York City, on Friday, November 1, 2024:

- ..... **Full page Color at \$1,500** - with click through to designated page and on to website; top row Logo placement sub total .....
  - ..... **Full page Black & White at \$850** - with click through to designated page and on to website; second row Logo placement sub total .....
  - ..... **Half page Color at \$850** - with click through to website; third row Logo placement sub total .....
  - ..... **Half page Black & White at \$450** - with click through to website; third row Logo placement sub total .....
- Note: ORKNEY sponsors receive page inclusive in their sponsorship of a table.  
SKYE/MULL sponsors receive half page inclusive in sponsorship of a table. 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

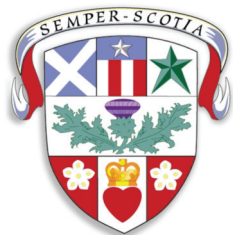
Name on Card (please print) \_\_\_\_\_

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

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

Please EMAIL THIS FORM TO AMERICANSOTTISHFOUNDATION@GMAIL.COM  
Artwork to be camera ready. See specification sheet.

**The American-Scottish Foundation®**  
864 Lexington Ave, 2<sup>nd</sup> Floor • New York, New York 1006  
Tel. (929) 499-9025 · americanscottishfoundation@gmail.com  
www.americanscottishfoundation.org



THE AMERICAN-SCOTTISH  
FOUNDATION, INC.

*Wallace Award*<sup>®</sup>  
*for Heritage, Arts & Culture*

## DINNER PROGRAM ADVERTISEMENTS DIGITAL FILE SUBMISSION SPECIFICATIONS

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**FINAL DEADLINE: FRIDAY, SEPTEMBER 23, 2022**

### **Ad Sizes (width x height):**

Program trim size: 7" x 9"

Full page (framed ad/picture) maximum live area: 6.5" x 8.5"

Full page (to edge of program trim) 7.25" x 9.25" inclusive of 1/8" bleed all round

Half page (framed ad/picture) maximum live area 6.5" x 4"

**Color:** Color or Black and White/Greyscale

### **Pricing:**

Full page color: \$1,250 (ORKNEY sponsors receive page inclusive in their sponsorship of a table) Full page B&W: \$750

Half page color: \$650 (SKYE/MULL sponsors receive half page inclusive in sponsorship of a table) Half page B&W: \$425

### **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. 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: David De Mond at [ddemond@mac.com](mailto:ddemond@mac.com)**

Payment should be made directly to the event staff at:

The American-Scottish Foundation, Inc., 864 Lexington Ave, 2<sup>nd</sup> Floor, New York, NY 10065.

Telephone: 929-499-9025. Email: [americanscottishfoundation@gmail.com](mailto:americanscottishfoundation@gmail.com)

Additional information: contact David De Mond at [ddemond@mac.com](mailto:ddemond@mac.com) with production queries.