



The Irish
Business Organization
of New York Inc.

29th ANNUAL GALA BALL
MARCH 9, 2007
NEW YORK HILTON

JOURNAL AD INFORMATION SHEET

Sizing:

Full Page is 4.5" Wide by 7.5" Tall
Half Page is 4.5" Wide by 3.5" Tall

Graphic Ad Requirements:

Full Page Graphic Ads the acceptable format, i.e. camera ready, would be either:
High Resolution PDF (300 dpi) black and white, or:
EPS or TIFF Graphic File (300 dpi), black and white

Graphic Ad Pricing:

Full Page Graphic Ad Gold: \$350
Full Page Graphic Ad Silver: \$300
Full Page Graphic Ad White: \$250
Note: Company must provide camera-ready ad in electronic or high-res format.
Note: Graphic ads must be provided by specific deadline.

Journal TEXT Ads (*Congratulatory and Best Wishes Messages*)

NO LOGOS OR GRAPHICS FROM COMPANY PLACING AD

For those wishing to give a Congratulatory Message to the IBO, its 2007 Award Winners, or Specific IBO Members or Companies.

Text Ad Pricing:

Full Page Text Ad Gold: \$200
Full Page Text Ad Silver: \$150
Full Page Text Ad White: \$100
Half Page Text Ad White: \$60

Text Ad Requirements:

Full Page Ad: Up to 60 words, up to 20 lines of text, up to 14 point font.
Half Page Ad: Up to 30 words, up to 10 lines of text, up to 14 point font.

Text Ad Format:

Ad content must be provided by Email or as a Word Document, containing no graphics. The IBO will create eye-appealing layout and borders. Final layout of text ad will be based on template set by IBO Dinner Program graphic designer.

Deadline: February 20th, 2007