



# AFFORDABLE HOUSING:

WHERE IMPACT BEGINS

WEDNESDAY, DECEMBER 6, 2017



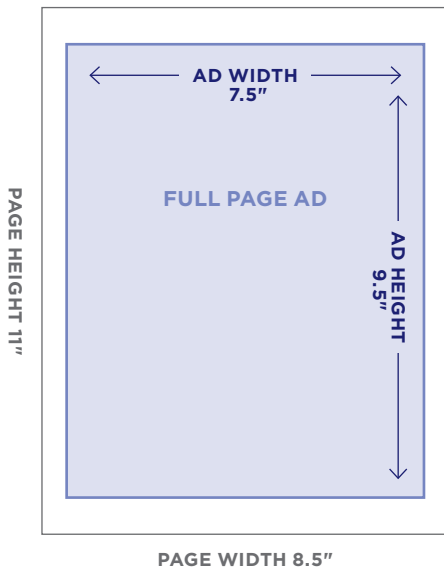
## PROGRAM BOOK TRIBUTE AD SPECIFICATIONS

Deadline: November 8th, 2017

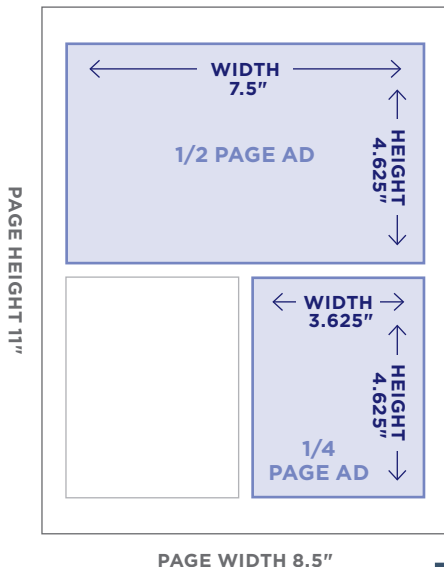
### TRIBUTE AD DIMENSIONS

Please follow the ad specifications below (labeled in blue)

#### FULL PAGE AD



#### 1/2 PAGE & 1/4 PAGE ADS



### HONOREES

#### CLARA FOX AWARD FOR OUTSTANDING ACHIEVEMENT

Richard Singer, Partner, Hirschen Singer & Epstein LLP

#### NONPROFIT OF THE YEAR

Jericho Project

#### DEVELOPER OF THE YEAR

OMNI New York LLC.

#### PUBLIC SERVICE AWARD

RuthAnne Visnauskas, Commissioner & CEO,  
NYS Homes and Community Renewal

### AD SIZES:

#### FULL PAGE:

7.5" (w) x 9.5" (h)

#### 1/2 PAGE:

7.5" (w) x 4.625" (h)

#### 1/4 PAGE:

3.625" (w) x 4.625" (h)

### SPECIFICATIONS FOR ELECTRONIC FILES

- Congratulatory tributes must be in **4-COLOR (CMYK)** or **GRayscale (B&W)** format, depending on the level of sponsorship
- Files should be submitted in FINAL FORM as a high resolution **300-dpi PDF**
- **DO NOT USE BLEEDS**—build file to live area (see dimensions to left in blue)
- Set document page size to match the ad trim (do **NOT** build ad on default paper size of 8.5" x 11")
- Embed all fonts and images
- Convert fonts to outlines when possible and flatten Photoshop files
- Images and logos from websites are **NOT** usable for print ads; artwork must be high resolution
- Files should be sent via e-mail to [info@thenyhcn.org](mailto:info@thenyhcn.org)

### PLEASE SEND ARTWORK BY WEDNESDAY, NOVEMBER 8, 2017

If you have any issues with your artwork, please contact [nyhc@e9digital.com](mailto:nyhc@e9digital.com)  
If you have other questions, please contact the New York Housing Conference at (646) 923-8548.