

NYIT GOLD COAST CLASSIC

APRIL 25 - APRIL 27, 2007

CATALOGUE ADVERTISING

It gives me great pleasure to place an ad in the catalogue for the NYIT Gold Coast Classic.

<input type="checkbox"/> BACK COVER , Four color (<i>subject to availability</i>)	\$3,000
<input type="checkbox"/> INSIDE FRONT COVER , Four color (<i>subject to availability</i>)	\$2,500
<input type="checkbox"/> INSIDE BACK COVER , Four color (<i>subject to availability</i>)	\$2,500
<input type="checkbox"/> FULL-PAGE , Black and White	\$1,250
<input type="checkbox"/> HALF-PAGE , Black and White	\$750
<input type="checkbox"/> QUARTER-PAGE , Black and White	\$250
<input type="checkbox"/> BUSINESS CARD AND INDIVIDUAL LISTING	\$150

If you require copy only, please print below:

MECHANICAL REQUIREMENTS

Page Trim: 8 1/2" x 11"

Page Bleed: 8 5/8" x 11 1/4"

Half Page: 7 3/4" x 5" (horizontal)

Quarter Page: 3 3/4" x 5" (vertical)

SUBMISSION FORMATS

Quark Xpress (Mac): Include all fonts and image files; Hard copy proof must accompany all ads. **Adobe Acrobat pdf files:** Make press quality" with all fonts embedded. **Adobe Illustrator EPS:** Convert type to "outlines." **Photoshop:** Image resolution should be set at 300 dpi. Save in TIFF or EPS format. **Company logos:** Preferred format is Adobe Illustrator EPS (with type converted to outlines); Do not send logos embedded in Word files; Photoshop files must be at least 300 dpi. Web graphics (72 dpi) are unacceptable. Camera-ready line art is also acceptable for ads.

The deadline for all ad materials is **Thursday, March 29, 2007**. Due to the charitable nature of this publication, agency discounts do not apply.

CATALOGUE ADVERTISING

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

DAYTIME PHONE _____ FAX _____

CONTACT PERSON _____ PHONE _____ E-MAIL _____

Enclosed is my check of \$ _____ made payable to **NYIT Gold Coast Classic**.

Please charge my credit card \$ _____

American Express Visa MasterCard

CARD NUMBER _____ EXPIRATION DATE _____ SECURITY CODE _____

NAME *(as it appears on card)* _____

SIGNATURE _____ DATE _____

All checks should mailed to:

NYIT Gold Coast Classic Benefit Office, Office of Development, de Seversky Center
Northern Boulevard, Old Westbury, NY 11568-8000

Ph: 212.843.1738 Fax: 516.686.7628

Credit Card orders can either be mailed to the address above or faxed to 516.686.7628.

All donations to the New York Institute of Technology are tax-deductible to the extent permissible by law.

If you need additional information, please contact the Benefit Office at 212.843.1738

