



## HETRICK-MARTIN INSTITUTE

EMPOWERMENT, EDUCATION & ADVOCACY FOR LGBTQ YOUTH

---

# THE 2017 EMERY AWARDS JOURNAL ADVERTISEMENT RATES

**FINAL ARTWORK DEADLINE: OCTOBER 2, 2017**  
Journal Specs and Artwork Deadline Subject to Change

---

### PREMIER ADVERTISEMENT PLACEMENT:

- \$5,000 Premier Advertisement – First ad spread, two (2) full-pages in color
- \$4,500 Premier Advertisement – Outside back cover, one (1) full-page in color

### HONOREE ADVERTISEMENT PLACEMENT:

- \$3,000 Honoree Advertisement – Adjacent to Honoree, one (1) full-page in color
- \$3,000 Honoree Advertisement – Adjacent to Honoree, one (1) full-page in color
- \$3,000 Honoree Advertisement – Adjacent to Honoree, one (1) full-page in color

### HMI ADVERTISEMENT PLACEMENT:

- \$2,500 HMI Advertisement – Adjacent to letter from Hetrick-Martin Chief Executive Officer Thomas Krever, one (1) full-page in color
- \$2,500 HMI Advertisement – Adjacent to letter from Hetrick-Martin Board of Directors, one (1) full-page in color
- \$2,500 HMI Advertisement – Adjacent to letter from Emery Award Co-Chairs, one (1) full-page in color

### ADDITIONAL ADVERTISEMENT PLACEMENT OPPORTUNITIES:

- \$4,000 Two (2) full-page spread in color
- \$2,000 One (1) full-page in color
- \$1,000 One (1) half-page in color

# RESPONSE FORM - FINAL ARTWORK DEADLINE: OCTOBER 2, 2017

## CONTACT INFORMATION

Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

## PAYMENT INFORMATION

Enclosed is my check made payable to Hetrick-Martin Institute in the amount of \$ \_\_\_\_\_

Please Charge \$ \_\_\_\_\_ to my  Amex  Visa  MasterCard  Discover

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_

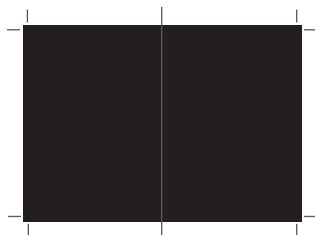
Expiration Date: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## JOURNAL AD TECHNICAL INFORMATION

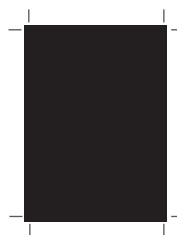
The program book will measure 7" x 9.75" in portrait orientation format.



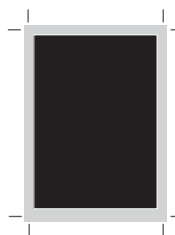
2 page spread w/bleed  
14.5" x 10.25" (¼" bleed  
on all artwork edges);  
trim – 14" x 9.75"



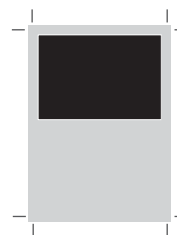
2 page spread w/o bleed  
13.5" x 9.25"



Full page w/bleed  
7.5" x 10.25"  
(¼" bleed on all  
artwork edges);  
Trim – 7" x 9.75"



Full page  
non-bleed  
6.5" x 9.25"



Half-page non-bleed  
6.5" x 4.625" (there  
is no bleed option  
for half page ads)

If you do not have artwork already created, please e-mail your preferred text to Crystal Butler at [cbutler@hmi.org](mailto:cbutler@hmi.org) and an ad will be created for you including your logo or the Hetrick-Martin logo.

## REQUIREMENTS

- Please provide ad graphics in color or b/w camera-ready format in .jpeg, .eps, .tiff, or .psd in a zip file to Crystal Butler at [cbutler@hmi.org](mailto:cbutler@hmi.org).
- If you need to mail the ad graphics, please send DVD or CD with ad graphic to Crystal Butler at Hetrick Martin Institute, 2 Astor Place, FL 3, NYC, NY 10003.
- All artwork should be at least 300 dpi.
- Please note: For ads that appear as two-page spreads, be mindful of the gutter. Copy should **NOT** fall too close to the center margins or it will not be legible once the program is bound.

## RETURN PAYMENT INFORMATION

Please return this reply form to the attention of Crystal Butler at [cbutler@hmi.org](mailto:cbutler@hmi.org). You may also mail the reply form to Crystal Butler at Hetrick-Martin Institute, 2 Astor Place, FL 3, NYC, NY 10003.