

NIAF 42nd ANNIVERSARY GALA SPONSORSHIP ADS

Frequently Asked Questions — Please Read

Q: Who can place a Gala sponsorship ad?

A: *Gala Journal Ad* — Sponsors at all levels (except for Electronic Ad Sponsors) place a full-page ad in the printed Gala Journal that's distributed at the Gala Awards Dinner.

Electronic Ad — All sponsors also submit an Electronic Ad to be displayed in the digital sponsors presentation during the Gala Weekend, on the giant screens at the Gala Awards Dinner, and on the NIAF website all year following the Gala.

Q: Who makes the sponsorship ads?

A: Sponsors are responsible for making and submitting their ads by the announced deadline. Sponsors unable to create their own ads are encouraged to use NIAF's Ad Generators. Cost: \$100 per ad. For the Journal ad, visit www.niaf.org/JournalAd. For the Electronic ad go to www.niaf.org/GalaAd.

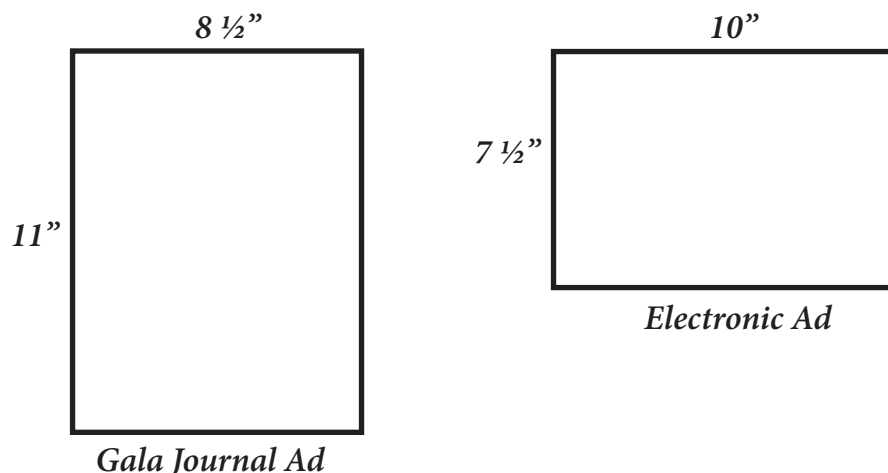
Q: What are typical sponsorship ads like?

A: Many ads are professionally designed; other ads are self-made and simple. Most congratulate one or all of the Gala honorees and express support for NIAF. Many include corporate logos and basic corporate information. To view the sponsorship ads from last year's Anniversary Gala, go to www.niaf.org and click on the NIAF 41st Anniversary Gala Sponsors montage on the right of the homepage.

Q: What are the specs required for making the ads?

A: *Gala Journal Ads* are full-color (except Black & White Ad Journal ads); and must be high resolution (300 dpi); measure 11" high x 8 ½" wide (portrait orientation); and sent as a press-ready PDF file with all fonts loaded.

Electronic Ads are full-color, 7 ½" high x 10" wide (landscape orientation); sent as a high resolution (300 dpi) JPEG file.



Q: Where to send the ads? Or ask design questions?

A: Email your *Gala Journal ad* PDF and *Electronic ad* JPEG as attachments to SponsorAds@niaf.org and indicate your sponsor name as you want it listed and your sponsorship level in the email.

If you have design questions, contact NIAF Editor Don Oldenburg by email at don@niaf.org

Gala Journal Ad Deadline: Monday, October 9