NIAF 2027 New York Gala Sponsorship Ads

Frequently Asked Questions

Who can place a Gala sponsorship ad?
All sponsors are invited to submit a full-page ad for the printed Gala Program Journal, which will be distributed on Thursday, April 22, 2027, at Cipriani 42nd Street in New York, NY. Sponsors may also provide an electronic ad to be displayed on the ballroom's big screens during the Gala.

Who designs the sponsorship ad?
Sponsors are responsible for designing their ads.

When is the deadline?
The deadline for both print and electronic ads is **Friday, March 19, 2027.**
Please send print ads (PDF format) to sponsorads@niaf.org
Please send electronic ads (JPEG format) to sponsorads@niaf.org

How do you design an ad?
All ads must be created in an industry-standard design program.
Please DO NOT create ads in Microsoft Word, Publisher, WordPerfect, Canva, or any other word processing program.

Not sure how to design an ad?
We can help - email Erica Camera at ecamera@niaf.org with the what you want the ad to say and any high resolution logos or images you would like to include.

What do typical sponsorship ads look like?
A typical ad will include a congratulatory message for the Gala honorees and express support for NIAF. Also acceptable are personal, family and corporate ads. Many company ads incorporate a logo, an image, a message, and basic corporate information (brief promotional text and a company website address).

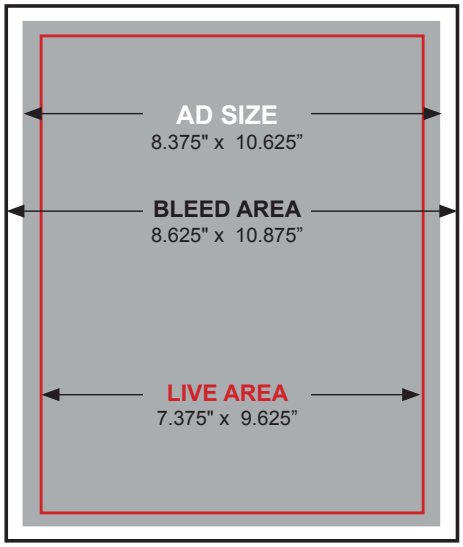
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Ad Specifications

Specs required for the print sponsorship ad:

- Must be full color
- Must be high resolution (300 dpi)
- Measure 8.375” wide x 10.625” high
- Must include trim marks and bleeds .125” all 4 sides
- Portrait orientation
- Send as a press-ready PDF file

Gala Journal PRINT Ad Specs



Ad Size - the actual page size of the Gala Journal.

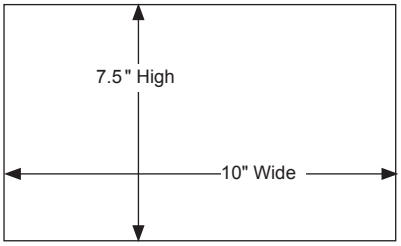
Bleed Area - when color or images run off the edge of the page. The extra .125” on all sides will make sure color and images successfully runs off the page when trimming the Journal.

Live Area - to make sure any logos, type, etc that is kept in the safe area without risk of being trimmed off in the printing process.

Specs required for the electronic sponsorship ad:

- Must be full color
- Must be high-resolution (300 dpi)
- Measure 10” wide by 7.5” high
- Landscape orientation
- Send as a JPEG file

ELECTRONIC Ad Specs



Company Logo

If your Sponsorship Level benefit includes your company logo displayed on NIAF’s gala webpage please submit the logo to sponsorads@niaf.org upon registering.

What’s next?

Email your Sponsorship Ads as attachments to sponsorads@niaf.org. In the email, please confirm your Sponsor Level and how you want your Sponsor name listed in the Gala Journal.

Deadline for Print and Electronic Ads: Friday, March 19, 2027