



# CONFERENCE BOOK AD PLACEMENT FORM

Organization: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## AD SIZE PRICING

Please check your preferred ad size

- Full Page: \$500
- Half Page: \$250
- Quarter Page: \$125

## PAYMENT

Please remit your ad placement fee of \$\_\_\_\_\_ by August 18, 2017 to:  
Governor's Housing Conference Attn: Cynthia Gonzalez

- Please make checks payable to: Governor's Conference on Housing and Economic Development
- Mailing address: NJ Governor's Conference on Housing and Economic Development, P.O. Box 18550, Trenton, New Jersey 08650

### PROGRAM BOOK AD/LOGO SPECIFICATIONS

The Program Book will print in 4-color process / full color

### AD SIZES - (NOTE: THESE CHANGE EACH YEAR)

- **Full-page:** 6.75" wide X 9.5" high
- **Half-page:** 6.75" wide X 4.5" high
- **Quarter-page:** 3.125" wide X 4.5" high

*Please note: All ads that appear on the cover should be supplied in 4-color process CMYK (full color) and should include a bleed area of .25"*

### AD FILE FORMATS

All files should be high-resolution and should be no less than 300 DPI (Dots Per Inch). If ad is to print in color, files should be saved in 4-color process CMYK.

### ACCEPTABLE FILE FORMATS

- High-Resolution PDF File (.pdf)
- High-Resolution JPEG or TIFF files (.jpg or .tif)
- All logos should be made available in an Adobe Illustrator EPS file format (.eps, or .ai). Please convert fonts to outlines. This will allow your logo to print very clearly.

### MAILING INFORMATION

Ads may be emailed to NJHMFA: Attn. Michelle Lawlor

- Email: [mlawlor@njhmfa.gov](mailto:mlawlor@njhmfa.gov)
- If you have a large file that bounces, please email Michelle for alternate file delivery methods.

## QUESTIONS?

For any questions regarding ad specifications or logos, please contact Michelle Lawlor at 609.278.7581 or via email at [mlawlor@njhmfa.gov](mailto:mlawlor@njhmfa.gov)