

THE CHOCOLATE FACTORY THEATER



FIRST  
ANNUAL  
**GALA**

FEATURING THE ARTIST IN INDUSTRY AWARD

SEP  
WEDNESDAY  
TEMBER  
**28**

## 2022 GALA JOURNAL – AD SPECS

### AD SIZES

#### FULL PAGE AD

4.5" x 7.5"

PAGE TRIM IS  
5.5" x 8.5"

FOR FULL BLEED  
+ .125"  
ALL AROUND  
5.75" x 8.75"

#### HALF PAGE AD

4.5" x 3.5"

FRACTIONAL  
SPACE AD WITH  
.5"  
BORDER

### DEADLINE

All ads should be delivered no later than **Friday, September 16th.**

### PRICING

**\$1,000** – Full page, full color, premium placement ad (2 available)

**\$500** – Full page OR full bleed, black & white ad

**\$250** – Half page, black & white ad

If needed, we can design your ad for an additional \$50 fee.

### DELIVERY

Files (up to 10MB) may be emailed to **Brian Rogers** here:  
[brian@chocolatefactorytheater.org](mailto:brian@chocolatefactorytheater.org)

Please use the following file naming convention:  
'your-company-name-2022-gala-ad.filetype'

### ARTWORK REQUIREMENTS

The preferred file type is print resolution (X-1a: 2001) PDF.

- All journal ads (except premium placement ads) **MUST** be black & white – NO CMYK/RGB.

Ads may also be submitted as .TIF, .EPS, or .JPG at 300dpi.

- When Using Adobe Illustrator be sure to outline all fonts.
- When Using Adobe Photoshop send flattened artwork.

Please **DO NOT** submit ads created in Microsoft Word, Publisher, WordPerfect, or any other word processing program.

### CONTACT

For additional information, please contact **Sheila Lewandowski**:  
(718) 482-7069 | [sheila@chocolatefactorytheater.org](mailto:sheila@chocolatefactorytheater.org)