

# INCLUSIVE *by Design*

NEW YORK  
HOUSING CONFERENCE

NATIONAL  
HOUSING  
CONFERENCE



## Program Book Tribute Ad Specifications

Deadline: Thursday, November 7th 2019

### HONOREES

**Center for NYC Neighborhoods**  
NONPROFIT OF THE YEAR

**BRP Companies**  
DEVELOPER OF THE YEAR

**Hester Street**  
PUBLIC SERVICE AWARD

**Joseph Shuldiner**  
Municipal Housing Authority for the City of Yonkers  
CLARA FOX LIFETIME ACHIEVEMENT AWARD

### SPECIFICATIONS FOR ELECTRONIC FILES

- Congratulatory tributes **must be in 4-COLOR (CMYK) or GRAYSCALE (B&W) format**, depending on the level of sponsorship
- Files should be submitted in **FINAL FORM** as a high resolution 300-dpi PDF
- **DO NOT USE BLEEDS**—build file to live area (see dimensions to left in blue)
- **Set document page size** to match the ad trim (do NOT build ad on default paper size of 8.5" x 11")
- **Embed** all fonts and images
- **Convert** fonts to outlines when possible and flatten Photoshop files
- **Images and logos from websites are NOT usable** for print ads; artwork must be high resolution
- Files should be sent via **e-mail to [info@thenyhpc.org](mailto:info@thenyhpc.org)**

**PLEASE SEND ARTWORK BY  
Thursday, November 7th 2019.**

If you have any issues with your artwork,  
please contact [nyhc@e9digital.com](mailto:nyhc@e9digital.com)

If you have other questions, please contact the **New York  
Housing Conference** at (646) 923-8548.

### TRIBUTE AD DIMENSIONS

Please follow the ad specifications below  
(labeled in blue)

