

2023

50<sup>TH</sup>

ANNUAL AWARDS

NEW YORK HOUSING CONFERENCE

# PLANNING FOR CHANGE



## Digital Tribute Ad Specifications

### Deadline: November 7th 2023

This year we are going green and saving trees! Digital Tribute Ads will be displayed on a dynamic digital wall at the Hilton New York and will also be featured in the ballroom prior to the Awards Program. Tribute ads are a great way to show your support for NYHC's 50th anniversary and to congratulate honorees!

### SPECIFICATIONS FOR ELECTRONIC FILES

- Congratulatory tributes **must be in FULL COLOR (RGB) format**, depending on the level of sponsorship
- Files should be submitted in **FINAL FORM** as a screen resolution 72-dpi PDF
- **DO NOT USE BLEEDS**—build file to live area (see dimensions to below 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
- Files should be directly uploaded through your event reservation in Swoogo using your confirmation link. Alternatively, you can send files by email to Nadley.Reid@thenyhcn.org.

### Honorees

Nonprofit of the Year  
**Hudson Valley  
Pattern for Progress**

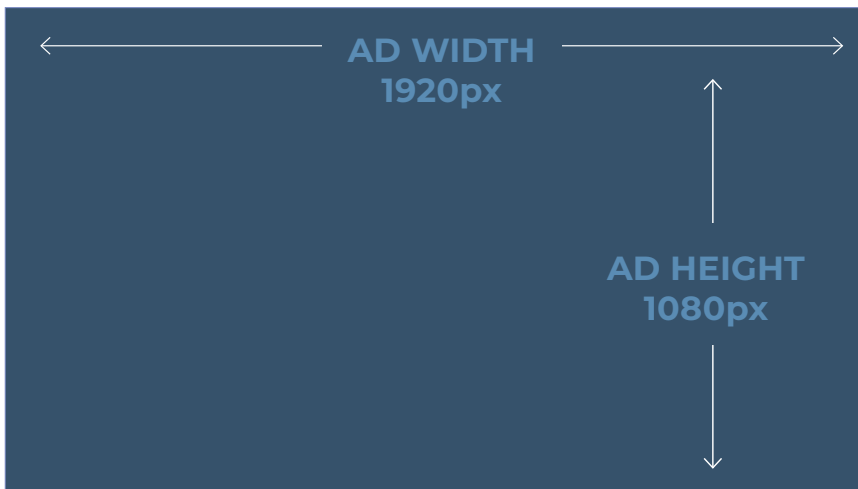
Development Impact Award  
**City of New Rochelle Master  
Plan & RXR**

Clara Fox Outstanding  
Achievement Award  
**Ted Weinstein, Director of Bronx  
Planning, NYC Dept. of Housing  
Preservation & Development**

### PLEASE UPLOAD ARTWORK BY November 7th 2023.

Please upload artwork through Swoogo registration portal by Nov. 7th.

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



### TRIBUTE AD DIMENSIONS

Please follow the ad specifications below (labeled in blue)

