

[www.bookindustryguildofny.org](http://www.bookindustryguildofny.org)



## BOOK INDUSTRY GUILD OF NEW YORK

June 14, 2016

The **Book Industry Guild of New York** continues its efforts to promote literacy and provide financial support for the **Literacy Assistance Center of New York**. Over the past 23 years, we have organized a charity softball game in Central Park to raise funds to combat illiteracy at the grassroots level. Participants and supporters of this event include people from the publishing industry, radio and TV personalities such as Ken Dashow of Q104.3 FM, and friends from numerous other industries.

This year's game will be played on Saturday, August 13<sup>th</sup> on the Great Lawn from 2:00pm to 6:00pm. As in previous years, our popular raffle will feature great prizes donated by publishers, local restaurants, professional sports teams, and more. Once again, each child who passes by will receive a free book donated by the publishing community.

Since its inception, this event has raised nearly \$400,000 and we are delighted to report that we have helped many worthy programs and individuals in our community. We are also pleased and proud that we continue to be one of the LAC's largest private supporters and that our awards and work have made quite a difference in the community. We ask that you help us to continue this good work with a donation of team memorabilia or through the placement of an ad.

Advertising rates are as follows:

Cover (one or four color)	\$550	Non corporate / individual full-page	\$200
Corporate full-page	\$400	Non corporate / individual half-page	\$100
Corporate half-page	\$200	Personal listing	\$ 50

Non-advertising contributions/raffle prizes are welcomed and all donations are tax deductible. Please note: *Literacy Assistance Center's TAX ID #13-3179618*. **Please make checks payable to "Literacy Assistance Center"** and send to:

Carol Bystrom  
c/o The Book Industry Guild of NY  
318 Grand Avenue #1  
Brooklyn, NY 11238  
[carol.bystrom@gmail.com](mailto:carol.bystrom@gmail.com)

Important—PDF files supplied should be saved as high-res (600dpi). Please name the document for your company (example: an-othercorp.pdf), and if you email the ad, place your company name in the subject line of the email. Please be sure to embed fonts in the PDF file. We would also welcome a laser proof no matter how your file is created (we want to make sure that your file reproduces as you intended). We will also accept camera-copy or clean hardcopy, provided it is simple text. If you supported us last year, we should

have an archive of your ad. However if you have changes, you should supply us with a new high-res PDF since we do not have the ability to make changes.

We always welcome new ideas and new ads. All ads should be delivered via email by July 31, 2016 to knoferi221@gmail.com.

Please fill out the submission form and return to Carol Bystrom (see above for address) by July 31<sup>st</sup>.

We are most grateful for your support!  
Sincerely yours,

Steve Bedney  
Charity Committee Co-Chair  
Book Industry Guild of New York

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**PLEASE NOTE: AD SPECS**

Full Page (4 1/2 x 7 1/4" - no bleed)      Half Page (4 1/2 x 3 1/2" - no bleed)

Cover (5 1/2 x 8 1/2" - with bleed)      Individual

High Res PDF supplied on-line or on CD:

Camera-copy supplied:      Manuscript supplied:      Repeat ad:

Check enclosed:      Send Invoice:      Receipt Required

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_