



2017 HRC Atlanta Gala Dinner and Auction Program Book Advertising Requirements

Thank you for your support of the Human Rights Campaign by advertising in the 2017 HRC Atlanta Gala Dinner and Auction program book. Our annual magazine-quality book will be seen by our 1,200 influential dinner attendees.

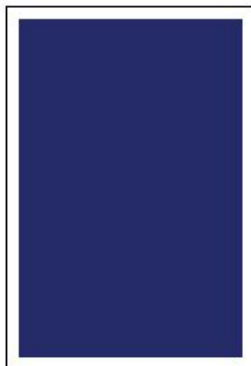
You have two options for ad submission:

1. You may create your own ad per the specifications below. All ads must be submitted in high resolution. If you wish us to make ANY alterations to your ad once submitted, you will be charged \$75 per hour for the work by the designer.
2. You can have our volunteer graphic designer create an ad on your behalf. There is reduced charge of \$75 per hour for ad creation. You will still be asked to submit a high resolution logo and images you would like to include (minimum 300dpi), as well as any copy you would like to see in the ad.

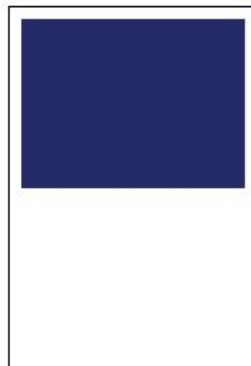
The deadline for all ad submissions is Friday, March 21. If you donate to our [silent or live auctions](#), you can receive a discount on the advertising rates below.

Ad Specifications if you plan on creating the ad yourself:

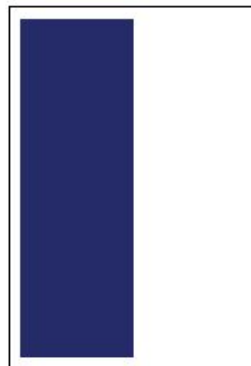
Format: Full color .tiff, .pdf or .eps
Resolution: Must be high resolution (minimum 300dpi)
Colors: All interior ads will be full color
Bleed: Ads are **NOT** full bleed.



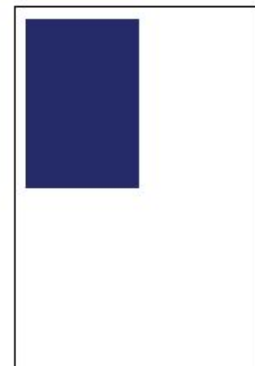
Full:
8"W x 10"H
\$800
\$600*



Half Horizontal:
8"W x 4.75"H
\$500
\$375*



Half Vertical:
3.75"W x 10"H
\$500
\$375*



Quarter:
3.75"W x 4.75"H
\$300
\$225*

*Auction Donor discounted rate

Submit ads to: Corporate Sponsors: bmscarbrough@gmail.com

Contact: Scott Montgomery: jefferymont@gmail.com
Andrew Moon: andrewrobertmoon@gmail.com