

Celebration

Driving **Discovery**, **Creating Community**

Tribute Journal Information and Specifications

HONORING DR. GERALD KRUEGER AND MR. DALE WHITE
WITH THE LIFETIME ACHIEVEMENT AWARD

JUNE 8, 2017 | THE PLAZA HOTEL | NEW YORK CITY





Celebration

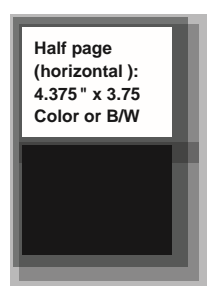
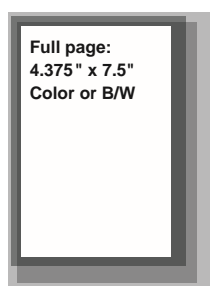
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INFORMATION

Ads and Tributes consist of 1) an Ad or Logo of your design; or, 2) a Tribute message written by you that appears as text only (i.e., Congratulations on your 50th Anniversary! Love, Mom and Dad).

SIZES AND DIMENSIONS

Ads and Tributes are available in full-page or half-page:



ELECTRONIC SPECIFICATIONS

Ads/Logos and Tributes must meet the following specifications:

- 1) An Ad or Logo of your design:
 - EPS, PDF, JPG or TIFF file formats accepted
 - At least 300 DPI minimum (photos/graphics copied from websites will produce blurry images in print)
 - Color ads must be converted to 4-color process (CMYK)
 - Fonts must be embedded
 - Files may be emailed (max 10 MB, please ZIP the file to compress it) or sent via online file sharing (e.g. WeTransfer, YouSendIt.com, etc.)
- 2) A Tribute message written by you that appears as text only and meets these specifications:
 - 10-60 characters
 - Word files named `firstname_lastname.doc`

The National Psoriasis Foundation reserves the right to reject unusable art, ads or tribute messages with inappropriate content.

SUBMISSIONS AND QUESTIONS

Email Ads and Tributes to 50thad@psoriasis.org. Ads and Tributes are **due by May 8th, 2017**. For art-related questions contact 50thad@psoriasis.org or 503-546-8419.



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RATES AND DETAILS | THIS PAGE CAN BE FILLED OUT ELECTRONICALLY

I would like to purchase the following:

Type	Dimensions	Quantity	Price	Subtotal
Full-page Ad/Logo	4.375" x 7.5"	_____	x \$2,000	\$
Half-page Ad/Logo	4.375" x 3.75"	_____	x \$1,000	\$
Full-page Tribute message	4.375" x 7.5"	_____	x \$2,000	\$
Half-page Tribute message	4.375" x 3.75"	_____	x \$1,000	\$
Journal Order Grand Total				\$ _____

Submission options (please check one):

- I will email an Ad/Logo of my design.
- I will email my Tribute message.
- Please create my Tribute message from the text below:
(i.e., Congratulations on your 50th Anniversary! Love, Mom and Dad)

Note: Email Ads/Logos and Tributes to **50thad@psoriasis.org**. Ads/Logos and Tributes are **due by May 8th, 2017**.

I/We cannot attend, but want to support the 50th Celebration by making a personal donation of \$ _____
All journal Ad and Tribute contributions are tax deductible.

PLEASE CHECK THE APPROPRIATE BOX AND COMPLETE THIS FORM

Enclosed is my check made out to National Psoriasis Foundation in the amount of \$ _____

Please charge my credit card in the amount of \$ _____

Card # _____ Expiration date _____

Name _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Email _____

PLEASE EMAIL THIS COMPLETED FORM TO 50THAD@PSORIASIS.ORG

Or mail to National Psoriasis Foundation, attn: 50th Celebration, 6600 SW 92nd Ave., Suite 300, Portland, OR 97223
For other inquiries, contact Kim Schleyer at phone 1-800-723-9166, ext. 558 | fax 503-245-0626 | email kschleyer@psoriasis.org