



2018 PINNACLE
Awards

FEBRUARY 22, 2018

5:30pm - 10:00pm

CHELSEA PIERS

Pier Sixty | New York City

**ADVERTISING & SPONSORSHIP
OPPORTUNITIES**

BOMA
New York

NOMINEES

OUTSTANDING LOCAL MEMBER OF THE YEAR

Gail Duke, RPA, CPM
NYL Investors LLC

Cindy Boyea, RPA, CPM
Paramount Group, Inc.

HISTORICAL BUILDING OF THE YEAR

The Starrett-Lehigh Building
RXR Realty

One Park Avenue
Vornado Office Management, LLC

EARTH BUILDING OF THE YEAR

1515 Broadway
SL Green Realty Corp.

RENOVATED BUILDING OF THE YEAR

280 Park Avenue
CBRE, Inc.

111 W 33rd Street
Empire State Realty Trust

MANAGER OF THE YEAR (3 TO 10 YEARS)

Carolina Ramos, RPA, LEED AP O+M
CBRE, Inc.

Christopher Masotto, RPA, LEED GA
Normandy Real Estate Partners

Susana Kalaj
SL Green Realty Corp.

Erin Leahy
Cushman & Wakefield Inc.

Alex Trotta
CBRE, Inc.

MANAGER OF THE YEAR (10+ YEARS)

James Kelly
EJM Equities

Duane Basile
Cushman & Wakefield Inc.

Sharon Hart-Fanelli, CPM, RPA, LEED GA
Cushman & Wakefield Inc.

OPERATING BUILDING OF THE YEAR 100,000-249,999 SQF

Heron Tower
Cushman & Wakefield Inc.

IAC Building
JLL

OPERATING BUILDING OF THE YEAR 500,000-1 MILLION SQF

Dumbo Heights
Kushner Companies

OPERATING BUILDING OF THE YEAR OVER 1 MILLION SQF

One World Trade Center
The Durst Organization

3 Bryant Park
CBRE, Inc.

CORPORATE FACILITY OF THE YEAR

Hearst Tower
Tishman Speyer Properties

SPONSORSHIP OPPORTUNITIES *All tickets include dinner

PLATINUM (Limited to 1) \$20,000

- 20 tickets* – **prime seating**
- Full Page 4 Color Ad (7 1/2" X 10") in the guide book and in the event e-journal
- Company logo on day-of signage and on dinner tables
- Company logo on photobooth photographs
- Company logo on event website and in email marketing
- Verbal recognition of company name during awards program
- Acknowledgement in press release
- Acknowledgement in social media

GOLD (Limited to 3) \$15,000

- 10 tickets* – **preferred seating**
- Full Page 4 Color Ad (7 1/2" X 10") in the guide book and in the event e-journal
- Company logo on day-of signage and on dinner tables
- Company logo on event website and in email marketing
- Acknowledgement in social media

SILVER (Limited to 5) \$10,000

- 8 tickets*
- Half Page 4 Color Ad (7 1/2" x 4 7/8" or 3 3/4" x 10") in the guide book and in the event e-journal
- Company logo on day-of signage
- Company name on event website
- Acknowledgement in social media

COCKTAIL RECEPTION HOST (Limited to 2) \$5,000

- 2 tickets*
- Company logo on cocktail/dessert table signage
- Company logo on presentation during reception

DESSERT RECEPTION HOST (Limited to 2) \$5,000

- 2 tickets*
- Company logo on cocktail/dessert table signage
- Company logo on presentation during reception

EVENT CONTRIBUTOR \$1,000

- Company logo on day-of signage
- 1 ticket*

ADVERTISING OPPORTUNITIES

Platinum \$20,000	Silver \$10,000	Dessert Reception Host \$5,000
Gold \$15,000	Cocktail Reception Host \$5,000	Event Contributor \$1,000

PAGE SIZES, COLOR & COSTS

Inside front cover - 4 color \$4,550	Page One - 4 color only \$4,550	Two-page spread - 4 color \$6,750
Inside back cover - 4 color \$4,050	Last Page - 4 color only \$3,550	Two-page spread - 2 color \$4,000

AD SIZE & COLOR - *Special Placement Opportunities*

Full page bleed - 4 color \$3,200	Full page bleed - B&W \$2,150	½ page - B&W \$1,200
Full page - 4 color \$3,050	Full page - B&W \$2,025	¼ page - 4 color \$1,225
Full page - 3 color \$2,650	½ page - 4 color \$2,025	¼ page - 2 color \$1,000
Full page - 2 color \$2,300	½ page - 2-color \$1,600	¼ page - B&W \$900

FOLLOW THESE 3 STEPS TO RESERVE, PAY FOR, AND SUBMIT YOUR AD.

- Decide who will produce your ad:**
 - Your company's ad agency/designer
 - Or for \$200, you can have the publication staff create one of the Sample Ads below for you
 - If you wish to salute a Nominee, please see the complete list on page 2
- Complete the Reservation & Payment Form on page 4.**
 - Check off the size/color/price of the ad
 - Enter the information on who is producing the ad
- PAYMENT TERMS: Reservations must be accompanied by credit card payment.** If you must pay by check and need an invoice, contact Ami Shah at ami@bomany.com. Checks must be made payable to BOMA New York and received within 7 days of receipt of invoice. Reservations are made on a first-come, first-served basis and are not confirmed until payment is received. Reservations are non-refundable. **Send all reservations forms to Ami Shah at ami@bomany.com.**

DESIGN & PRODUCTION SPECIFICATIONS

Publication trim size	8 1/2" X 11"
2-Page Spread	17" x 11" (add 1/8" bleed)
Full Page/Full Bleed	8 1/2" X 11" (add 1/8" bleed)
Full Page	7 1/2" X 10"
Half Page Horizontal	7 1/2" X 4 7/8"
Half Page Vertical	3 3/4" X 10"
Quarter Page	3 3/4" X 4 7/8"

YOUR AD MUST MEET THESE SPECIFICATIONS:

- ALL ads must be submitted as a high resolution PDF, **300 dpi minimum. Include your company name in the file name.**
- PDFs only—**no Word, InDesign, Publisher or other native files; PDFs must be the size of the ad** (refer to the sizes above)
- Photographic/logos must be **300 dpi minimum at the final size**

NOTE: The Pinnacle Award image can only be used by award winners with the permission of, and as specified by, BOMA New York.

PUBLICATION-SET, SAMPLE ADS

-A-

**CONGRATULATIONS TO
ALL THE BOMA NY
PINNACLE AWARD NOMINEES**

Company Name
Address
Phone Email and/or
Web Address

-B-

**COMPANY NAME
Salutes**
(fill in name of nominees)

**And all of tonight's
BOMA NY PINNACLE
Award Nominees
For being recognized as
New York's best**

-C-

**We Salute all of tonight's
BOMA NY Pinnacle Award
Nominees & Winners
Congratulations to all**

Company Name
Address
Phone Email and/or web address

RESERVATION & PAYMENT

SELECT YOUR SPONSORSHIP - *check one*

- | | | |
|--|--|---|
| <input type="checkbox"/> Platinum \$20,000 | <input type="checkbox"/> Silver \$10,000 | <input type="checkbox"/> Dessert Reception Host \$5,000 |
| <input type="checkbox"/> Gold \$15,000 | <input type="checkbox"/> Cocktail Reception Host \$5,000 | <input type="checkbox"/> Event Contributor \$1,000 |

SELECT YOUR AD SIZE & COLOR - *check one*

SPECIAL PLACEMENT OPPORTUNITIES

- | | | |
|---|---|--|
| <input type="checkbox"/> Inside front cover - 4 color . . . \$4,550 | <input type="checkbox"/> Page One - 4 color only \$4,550 | <input type="checkbox"/> Two-page spread - 4 color . . . \$6,750 |
| <input type="checkbox"/> Inside back cover - 4 color . . \$4,050 | <input type="checkbox"/> Last Page - 4 color only \$3,550 | <input type="checkbox"/> Two-page spread - 2 color . . \$4,000 |

PAGE SIZES, COLOR & COSTS - *Black counts as a color. Ads are not commissionable.*

- | | | |
|--|--|---|
| <input type="checkbox"/> Full page bleed - 4 color . . . \$3,200 | <input type="checkbox"/> Full page bleed - B&W \$2,150 | <input type="checkbox"/> ½ page - B&W \$1,200 |
| <input type="checkbox"/> Full page - 4 color \$3,050 | <input type="checkbox"/> Full page - B&W \$2,025 | <input type="checkbox"/> ¼ page - 4 color \$1,225 |
| <input type="checkbox"/> Full page - 3 color \$2,650 | <input type="checkbox"/> ½ page - 4 color \$2,025 | <input type="checkbox"/> ¼ page - 2 color \$1,000 |
| <input type="checkbox"/> Full page - 2 color \$2,300 | <input type="checkbox"/> ½ page - 2-color \$1,600 | <input type="checkbox"/> ¼ page - B&W \$900 |

PROVIDE YOUR PRODUCTION INFORMATION - *must be filled out - check one*

- My agency/designer will be responsible for e-mailing the artwork.

Name _____ Contact _____ Phone _____

- OR** Use my ad from last year's Pinnacle Guide NOTE: Only ads from 2017 that do not need updating can be picked up. If you need help updating your ad, it can be done for a nominal fee to be determined once the old art is supplied.

- OR** I've chosen ONE Sample Ad to be produced by publication staff:

A B C Production cost = \$200 per ad

Reservation forms are due by January 12, 2018 | Artwork is due by January 16, 2018

ALL ARTWORK must meet the guidelines. If it does not, it may not be accepted and/or quality cannot be guaranteed. If the publication has to redo the ad, there will be an additional charge. Contact Kate Harrington of The Berman Group at bomanewyork@gmail.com or 212.450.7300 with any questions. Send artwork to bomanewyork@gmail.com. Include your company name and Pinnacle year in the file name. Your ad will not be published if BOMA New York has not received payment