



2017

BOMA NEW YORK

PINNACLE AWARDS

THURSDAY, FEBRUARY 23, 2017

5:30 PM - 10:00 PM

CHELSEA PIERS

Pier Sixty | New York City

Advertising Kit & Sponsorship Opportunities

NOMINEES

OUTSTANDING LOCAL MEMBER OF THE YEAR

Robert Catalano, Total Fire Protection
Kevin McGrath, Boston Properties, Inc.
Deborah Tomasi, Cushman & Wakefield, Inc.

HISTORICAL BUILDING OF THE YEAR

620 Avenue of the Americas

Owner and Management Firm: RXR Property Management, LLC
Manager: Robert White

NEW CONSTRUCTION

One World Trade Center

Owner: The Port Authority of New York & New Jersey
Management Firm: The Durst Organization
Property Manager: Tom Butler

EARTH

The Starrett-Lehigh Building

Owner and Management Firm: RXR Realty
Property Manager: Mitchell Grant

100 Park Avenue

Owner and Management Firm: SL Green Realty Corp.
Property Manager: John Flaherty

HENRY J. MULLER VISION AWARD

**The Port Authority of New York & New Jersey
for One World Trade Center**

Continued on the next page

*The form needs to be completed and
submitted by **January 6, 2017***

2017

BOMA NEW YORK PINNACLE AWARDS

NOMINEES

Nominees continued

MANAGER OF THE YEAR 3 TO 10

Brendan Shanley, Paramount Group, Inc.
Carol Nuzzo, RPA, FMA, SL Green Realty Corp.
Nicholas Mather, RXR Realty

MANAGER OF THE YEAR 10+

Peter Gorry, RPA, CEM, SL Green Realty Corp.

RENOVATED BUILDING OF THE YEAR

635-641 Avenue of the Americas
Owner & Management Firm: SL Green Realty Corp.
Property Manager: Fatmire Perezaj

OPERATING OFFICE BUILDING OF THE YEAR - CATEGORY 3: 500,000-1,000,000 SQF

810 Seventh Avenue/SLG 810 Seventh Lessee LLC
Owner & Management Firm: SL Green Realty Corp.
Property Manager: Susana Kalaj

222 Broadway
Owner: RAR2-222 Broadway Owner SPE, LLC
Management Firm: L&L Holding Company, LLC
Property Manager: David Berk, RPA, LEED GA

350 Park Avenue
Owner: 350 Park EAT LLC *Management Firm:*
Vornado Office Management LLC
Property Manager: Diane B. Fagan

OPERATING OFFICE BUILDING OF THE YEAR - CATEGORY 4: OVER 1,000,000 SQF

32 Old Slip
Owner: RXR 32 Old Slip Owner LLC
Management Firm: RXR Property Management LLC
Property Manager: Beck Papraniku

SPONSORSHIP OPPORTUNITIES

PLATINUM (LIMITED TO 2) \$20,000 EACH

- 10 seats to the dinner – **prime seating**
- Full Page 4 Color Ad (7 1/2" X 10") in the guide book and in the event ejournal
- Company logo on day-of signage and on dinner tables
- Company logo on photo booth 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 EACH

- 10 seats to the dinner – **preferred seating**
- Full Page 4 Color Ad (7 1/2" X 10") in the guide book and in the event ejournal
- 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 10) \$10,000 EACH

- 10 seats to the dinner
- 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 ejournal
- Company logo on day-of signage
- Company name on event website
- Acknowledgement in social media

COCKTAILS RECEPTION HOST (LIMITED TO 2) \$5,000 EACH

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

DESSERT RECEPTION HOST (LIMITED TO 2) \$5,000 EACH

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

EVENT CONTRIBUTOR \$1,000 EACH • Company logo on day-of signage

- One ticket to the event

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BOMA NEW YORK PINNACLE AWARDS ADVERTISING KIT

FOLLOW THESE 4 STEPS TO RESERVE, PAY FOR, AND SUBMIT YOUR AD.

1. Select your ad size, cost and color from the Ad Rates, Sizes and Costs on page 2
2. 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 on page 2 for you
 - If you wish to salute a Nominee, please see the complete list on page 4
3. Complete the Reservation & Payment Form on page 3. Please PRINT CLEARLY:
 - Check off the size/color/price of the ad
 - Enter the information on who is producing the ad
4. **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.

RESERVATION AND ARTWORK DEADLINES

Reservations close **January 6**.
Artwork is due NO LATER THAN **January 16**
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/NY has not received payment



PUBLICATION-SET, SAMPLE ADS

CONGRATULATIONS
TO ALL THE
BOMA/NY
PINNACLE AWARD
NOMINEES

Company Name
Address
Phone Email and/or
Web Address

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

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

Company Name
Address
Phone Email and/or web address

DESIGN & PRODUCTION SPECIFICATIONS

Publication trim size	8 1/2" X 11"
Full Page	7 1/2" X 10"
Full Page/Full Bleed*	8 1/2" X 11"
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"
2-Page Spread	Two full pages, see above
*add 1/8 " to full bleed ads	

YOUR AD MUST MEET THESE SPECIFICATIONS:

- ALL ads must be submitted as a high resolution PDFs, **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 to the left)
 - 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/NY

Reservation forms are due by **January 6, 2017** | Artwork is due by **January 16, 2017**

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 in the file name.

RESERVATION & PAYMENT FORM

1. SELECT YOUR SPONSORSHIP (check one)

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

2. SELECT YOUR AD SIZE & COLOR (check one)

Special placement opportunities

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

Page sizes, color and costs

Full page bleed - 4 color	\$3,200
Full page - 4 color	\$3,050
Full page - 3 color	\$2,650
Full page - 2 color	\$2,300
Full page bleed - B&W	\$2,150
Full page - B&W	\$2,025

Black counts as a color

Ads are not commissionable

½ page - 4 color	\$2,025
½ page - 2-color	\$1,600
½ page - B&W	\$1,200
¼ page - 4 color	\$1,225
¼ page - 2 color	\$1,000
¼ page - B&W	\$900

3. 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 2016 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

4. PAY FOR YOUR AD/SPONSORSHIPS – ALL ADS/SPONSORSHIPS MUST BE PRE-PAID FOR RESERVATION TO BE EFFECTIVE

*Name _____ Company _____

(name of individual placing ad)

Ad Space \$ _____ + Production (if you picked a sample ad) \$ _____ + Sponsorship \$ _____ = **TOTAL COST:** _____

*CREDIT CARD: Amex VISA MasterCard

Card # _____ Exp. Date _____ Sec. Code _____

Name on card _____ Signature _____

Date _____

*Billing Address _____

*City _____ State _____ Zip _____

*Tel _____ Cell _____ E-Mail _____

***Must be completed for your ad to be processed. Please print CLEARLY.**

CHECKS: 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.

Return Reservation/Payment Form to: **Ami Shah at ami@bomany.com 212.239.3662**

Return Artwork (hi-res PDF ONLY) to: **bomanewyork@gmail.com**

Contact The Berman Group at 212.450.7300 or bomanewyork@gmail.com with any questions.