

L A S V E G A S  
**PRIDE**  
**MAGAZINE**  
**PRIDE GUIDE ISSUE**

**Street Date - September 1, 2016.**

- This annual issue of the Las Vegas PRIDE Magazine is an opportunity for you to reach a highly sought after market and reinforce your support of the LGBT community.
- 25,000 copies distributed throughout Nevada, Southern California, Utah and Arizona.
- It's a full size, full color magazine including editorial content.
- The guide includes details for all Official PRIDE events as well as the PRIDE Festival and Night Parade.
- An added benefit to advertisers is the publications longevity. Readers of the guide often consider it a keepsake or memento and save them for extended periods of time.

*More than 50,000 people are expected to participate in PRIDE 2016 events. Capture your share of the market! Secure your spot now in the Official source of information for PRIDE 2016.*

**OFFICIAL PROGRAM ADVERTISING RATES**

**PUBLICATION THEME: CELEBRATE DIVERSITY**

**Full Page** Non-bleed: 7.375"x 9"; Bleed: 8.75"x 10.875"; Live Area 7.375"x 9"; Trim Size 8.25"x 10.375"

Back Cover (SOLD-OUT)	Standard Pricing (after June 17th)	\$1,500	
Inside Front Cover (SOLD-OUT)		\$1,000	
Inside Back Cover (SOLD-OUT)		\$1,000	
Center Spread (2pgs)		\$1,500	
Pages 3-9		\$800	
Last 6 Pages		\$800	
Full Page		\$600	
<hr/>			
<b>Half Page</b> Horizontal: 7.375" x 4.5"; Vertical: 3.597" x 9.2"			
Half Page		\$300	
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<b>Quarter Page</b> 3.597" x 4.5"			
Quarter Page	\$200		

**Added Value**

**Full Page Ads:** Three Facebook postings per month (Sept. & Oct.) \$500 value each; ad placement in two Las Vegas PRIDE email newsletters (Sept. & Oct.) \$1,500 value; listing in Las Vegas PRIDE mobile app (Sept. & Oct.) \$1,000 value. All artwork to be provided by advertiser.  
**Half Page Ads:** Two Facebook postings per month (Sept. & Oct.) \$500 value each, artwork to be provided by advertiser.

**Deadlines**

The deadline to order program advertising is July 29, 2016. The full price of the ad must be paid in full upon order. **Artwork must be submitted no later than August 5, 2016.**

**Ad Submission Specifications**

The 2016 Guide to Las Vegas PRIDE Issue of Las Vegas PRIDE Magazine will be entirely full color printed on coated (glossy) stock.

**Ad Design is not included in the ad placement price.** Advertisers are responsible for submitting acceptable artwork as specified below. Graphic design services are available by separate arrangement or referral to local graphic designers.

Preferred submission is high resolution PDF, Photoshop tif, eps, or jpeg. Eps files require type conversion to paths. No gif or Microsoft Word/Publisher files can be accepted. Ads may be submitted on CD or via email to art@lasvegaspride.com.

4-Color Black Type: Because of printer requirements all type must be 100% black; no 4-color black type.

Resolution minimum 300 ppi. Color Submission files to be converted to CMYK.

Submission or Questions: Ernie Yuen; 4001 S. Decatur Blvd. #37-540; Las Vegas, NV 89103-5800; Voice (866) 930-3336; Email: prideguidelv@lasvegaspride.org

**To purchase an ad, fax insertion order to: (866) 930-3336 & mail check to:**  
 Las Vegas PRIDE, 4001 S. Decatur Blvd. #37-540, Las Vegas, NV 89103-5800

For more information, visit [www.LasVegasPRIDE.org](http://www.LasVegasPRIDE.org) or Call (866) 930-3336

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 Live Area 7.375" x 9"

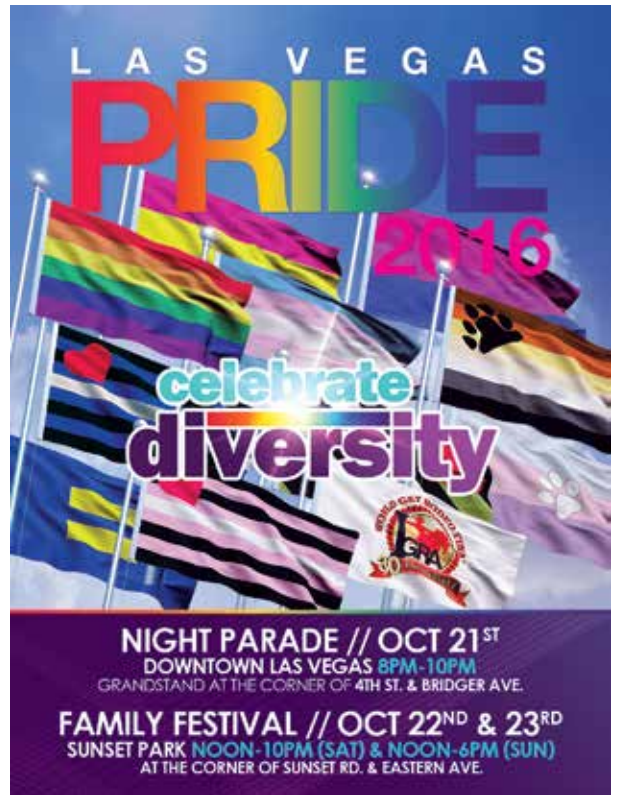
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# L A S V E G A S PRIDE MAGAZINE INSERTION ORDER

*Deadline to Order:* **July 29, 2016**  
*Art Required:* **August 5, 2016**



Advertiser Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Ad Size/Specifications: \_\_\_\_\_

Price: \_\_\_\_\_ Deposit: \_\_\_\_\_ Date: \_\_\_\_\_

Visa/MC/Disc - Name on Card: \_\_\_\_\_ Expiration: \_\_\_\_\_

Card No.: \_\_\_\_\_ Security Code: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_

ADVERTISER ACCEPTANCE: Publisher reserves the right to refuse any advertising for any reason. Publisher is Las Vegas PRIDE. Publisher is hereby authorized to insert the advertisement in the designated publication for which the advertiser shall pay \$\_\_\_\_\_. While every effort has been made to secure accuracy, Publisher shall not be liable to advertiser for or others for damages beyond the price of that item. Any adjustments made by the Publisher shall be proportionate to the severity of the error but shall in no case exceed the price paid for the items. Publisher shall not be liable for late issues or failure to publish or circulate all or any part of the Program because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstances beyond the Publisher's control. Publisher shall not be liable to advertiser or others for any error contained in Advertiser's display advertisement. If Advertiser fails to return their advertisement proof with all corrections by the published deadline set forth by the proof any monies collected shall be forfeited. The Advertiser warrants and represents Advertiser is the owner of and/or is authorized to use any or all logos, illustrations, trademarks, trade names, cuts or any artwork supplied to the Publisher for use in the Advertiser's advertisement. I hereby agree to indemnify, defend and hold harmless, Las Vegas PRIDE and its officers, directors, employees, agents, attorneys, agents, servants, volunteers and assigns, and each of them, from any and all actions, causes of action, claims, damages, losses, liabilities, obligations, judgments, liens, indebtedness, costs, attorney fees, injuries or others, claims which form the basis of pending litigations, and demands of whatever kind or character which may result and/or arise from the publication of the Guide to Las Vegas PRIDE 2016. Publisher does not guarantee the position of the display advertisement unless clearly specified on the fact of this agreement or insertion order. If the advertiser sells or discontinues business before or after publication, payment amounts due under this agreement shall not be waived. The signer of this agreement warrants that he or she is the owner, officer or duly authorized agent of the Advertiser with full authority to bind advertiser hereunder. By executing this Agreement, Advertiser warrants and represents that he/she has read all of the foregoing, including the Program Rate Card in its entirety. Neither Publisher nor Advertiser shall be bound by any agreement or understanding not set forth therein.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**To purchase an ad, fax this insertion order to: (866) 930-3336 or mail to:  
Las Vegas PRIDE; 4001 S. Decatur Blvd. #37-540; Las Vegas, NV 89103-5800**