



OFFICIAL PROGRAM & GUIDE TO QUEEN OF SIN CITY INAUGURAL PAGEANT

ADVERTISER INFORMATION & MEDIA KIT

THURSDAY, OCTOBER 19, 2017

RATES & SIZES

FULL PAGE \$150

FULL PAGE \$100 (NON-PROFIT)

5"W X 8"H Non-Bleed

5.75"W X 8.75"H Bleed

BACK COVER \$250 (Full Page w/Bleed)

INSIDE FRONT COVER \$200 (Full Page w/Bleed)

INSIDE BACK COVER \$200 (Full Page w/Bleed)

CENTER SPREAD \$250 (Full Page w/Bleed)

DEADLINES

Ad Reservations..... September 15, 2017

Digital-Ready Ads..... September 22, 2017

ABOUT THE PROGRAM & GUIDE

The official guide to the inaugural *Queen of Sin City Pageant* in Las Vegas, Nevada is more than a simple pageant program. It is an informative and entertaining guide to the components of the pageant as well as the Las Vegas LGBT community. The visually stimulating, highly informative souvenir guide reaches a diverse audience long after the close of the Queen of Sin City Pageant.

The program will be distributed to all pageant attendees and will be available for download online at LasVegasPRIDE.org prior to the conference.

**To advertise in the Official Guide to
Queen of Sin City Pageant, please contact
Calvin Marquez
contactcalvi@yahoo.com**

PRODUCTION REQUIREMENTS

The *Queen of Sin City Pageant Program* is produced 100% digitally and printed on glossy paper. All rates quoted are for ads supplied in electronic form. Ads should be sent as a high-resolution PDF, EPS, TIF or JPG file. No native application files are accepted. All files should be at least 300 dpi CMYK set to the exact print size. Files may be submitted on CD, DVD or preferably by e-mail to art@lasvegaspride.org. Clearly label the digital media or include company name and "QSC Program" in the subject line when e-mailed. Access to our FTP server for uploading is available upon request.

TERMS

Guaranteed ad placement (other than covers) must be pre-approved, and an additional charge of 10% will be added. All space is available on a first-come, first-served basis. Advance payment is required on all ads. Las Vegas PRIDE is pleased to offer a discount at the above listed rates for non-profit 501(c)(3) organizations. Proof of non-profit status may be required. Las Vegas PRIDE will not accept any advertising known to violate federal, state or local laws. Acceptance of advertising is at the discretion of Las Vegas PRIDE. Advertisers accept responsibility for content and all claims made in their advertisements.

LIABILITY

Las Vegas PRIDE will not be responsible for incorrect ads, and no restitution will be made to the advertiser if the ad runs incorrectly. Ad design changes made by Las Vegas PRIDE will be faxed, e-mailed or hand-delivered to the advertiser for proof. Advertiser must respond within 24 hours for any changes/errors, otherwise, the ad will run as-is. Las Vegas PRIDE reserves the right to edit and/or refuse any advertising for any reason. The client is fully liable for supplied media material and warrants that it does not violate or infringe upon any copyright or trademark laws.