

# L A S V E G A S PRIDE MAGAZINE

More than 50,000 people are expected to participate in Las Vegas PRIDE events this year. Capture your share of the market! Secure your spot now in the Official source of information for Las Vegas PRIDE & the LGBT community.

**Street Date - The 1st Friday of Feb, Apr, Jun, Aug, Oct, and Dec.**

- The bi-monthly publication is an opportunity for you to reach a highly sought after market and reinforce your support of the LGBT community.
- It's a full size, full color magazine including editorial content.
- The magazine includes details for all Official PRIDE events as well as other LGBT community events.
- An added benefit to advertisers is the publication's longevity. Readers of the magazine often consider it a keepsake or memento and save them for extended periods of time.

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

## OFFICIAL MAGAZINE ADVERTISING RATES

### SAVE BIG: PURCHASE ADVERTISING FOR A FULL YEAR!

Ask about our added value promotion when you lock in any ad placement for 6 consecutive issues and prepay your contract at signing.

**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"

	Annual Contract Pricing (Full-Year) (6 Issues Total)	Standard Pricing (Monthly/Single)
Back-Cover	\$6,000	\$1,200
Inside Front Cover	\$4,800	\$900
Inside Back Cover	\$4,800	\$900
Full Page	\$3,000	\$600
<b>Half Page</b>		
Half Page	\$1,800	\$400
<b>Quarter Page</b>		
Quarter Page	\$750	N/A

**Half Page**

7.375" x 4.5"

### Deadlines

The deadline to order program advertising is the 1st Friday two months prior to the issue date. The full price of the ad must be paid in full upon order. **Artwork must be submitted no later than four weeks prior to the street date. Monthly advertisers, please note Las Vegas PRIDE Magazine will repeat current asset/ad if a new asset is not submitted by deadline dates.**

### Ad Submission Specifications

The Las Vegas PRIDE Magazine is entirely full color and all pages are printed on a 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.org.

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

Resolution minimum 300 dpi

Color Submission files to be converted to CMYK.

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

**Half Page**

Vertical

3.597" x 9.2"

**Quarter Page**

3.597" x 4.5"

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

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

*Deadline to Order: 1st Friday, 2 months prior*  
*Art Required: 4 weeks prior to street date*



Advertiser Name: \_\_\_\_\_  
 Contact: \_\_\_\_\_ Email: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Ad Size/Specifications: \_\_\_\_\_  
 Publication Date(s):  January/February  March/April  May/June  July/August  September/October  November/December  
 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, 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 Las Vegas PRIDE Magazine and/or the Guide to Las Vegas PRIDE. 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



## PREPAID ANNUAL COMMITMENTS

### Frequency Bonus

Advertisement insertions are available in both single-issue and annual (6 issues) commitments. Annual commitments receive priority placement and the lowest available rates for an entire year (6 issues). Advertisers who elect to prepay for an entire year are eligible for the value add ons listed below. Full-Page advertisers who prepay for an entire year are also eligible for one free 10'x10' booth space at the Las Vegas PRIDE Festival. (Online Registration Required)

### Back Cover - \$6,000

- 3 Full-Page Articles (Max of 1 per Issue)\*\*
- 1 Advertisement on LasVegasPRIDE.org\* (Displayed for the duration or your commitment. / Artwork may be changed once per month.)
- 3 Monthly Facebook Posts to LasVegasPRIDE Facebook Fanpage.\*
- 1 Las Vegas PRIDE Email Newsletter Ad Placement\* (Displayed for the duration or your commitment. / Artwork may be changed once per month.)
- Listing on Las Vegas PRIDE Mobile Apps & LasVegasPRIDE.org as a Community Partner

### Inside Cover - \$4,800

- 3 Full-Page Articles (Max of 1 per Issue)\*\*
- 1 Advertisement on LasVegasPRIDE.org\* (Displayed for one month of your choice.)
- 3 Monthly Facebook Posts to LasVegasPRIDE Facebook Fanpage.\*
- 1 Las Vegas PRIDE Email Newsletter Ad Placement\* (Displayed for the duration or your commitment. / Artwork may be changed once per month.)
- Listing on Las Vegas PRIDE Mobile Apps & LasVegasPRIDE.org as a Community Partner

### Full Page - \$3,000

- 3 Full-Page Articles\*\* (Max of 1 page per issue)
- 1 Advertisement on LasVegasPRIDE.org\* (Displayed for one month of your choice.)
- 3 Monthly Facebook Posts to LasVegasPRIDE Facebook Fanpage.\*
- 1 Las Vegas PRIDE Email Newsletter Ad Placement\* (Displayed for the duration or your commitment. / Artwork may be changed once per month.)
- Listing on Las Vegas PRIDE Mobile Apps & LasVegasPRIDE.org as a Community Partner

### Half Page - \$1,500

- 3 Full-Page Articles\*\* (Max of 1 page per issue)
- 1 Advertisement on LasVegasPRIDE.org\* (Displayed for one month of your choice.)
- 1 Monthly Facebook Post to LasVegasPRIDE Facebook Fanpage.\*
- Listing on Las Vegas PRIDE Mobile Apps & LasVegasPRIDE.org as a Community Partner

### Quarter Page - \$750

- 1 Full-Page Article\*\*
- 1 Advertisement on LasVegasPRIDE.org\* (Displayed for one month of your choice.)
- 1 Monthly Facebook Post to LasVegasPRIDE Facebook Fanpage.\*
- Listing on Las Vegas PRIDE Mobile Apps & LasVegasPRIDE.org as a Community Partner

\* Artwork must be provided by advertiser.

\*\* Publisher retains all rights / Placement subject to availability

## 2021 ISSUE DEADLINES & TOPICS

### February/March

(Powerful Womxn)

Reservations by January 8, 2021  
Artwork by January 15, 2021  
Street Date: February 5, 2021

### April/May

(Family & Pets)

Reservations by February 5, 2021  
Artwork by March 1, 2021  
Street Date: April 2, 2021

### June/July

(Summer Fun & PRIDE Month)

Reservations by April 2, 2021  
Artwork by May 7, 2021  
Street Date: June 4, 2021

### August/September

(Sports & Recreation)

Reservations by June 4, 2021  
Artwork by July 9, 2021  
Street Date: August 6, 2021

### October/November

(Veterans & Mental Health)

Reservations by August 6, 2021  
Artwork by September 3, 2021  
Street Date: October 1, 2021

### December/January

(Holiday / New Year)

Reservations by October 1, 2021  
Artwork by November 5, 2021  
Street Date: December 3, 2021

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