

L A S V E G A S  
**PRIDE**<sup>®</sup>  
**2019**

HONORING  
THE PAST,  
CELEBRATING  
OUR FUTURE

50TH ANNIVERSARY OF THE  
STONEWALL RIOTS

**GUIDE TO PRIDE ADVERTISING**  
[WWW.LASVEGASPRIDE.ORG](http://WWW.LASVEGASPRIDE.ORG)



## **PARTNER WITH LAS VEGAS PRIDE**

### **SUPPORT THE COMMUNITY & PROMOTE YOUR BUSINESS**

As Nevada's largest and most recognized lesbian, gay, bisexual, and transgender (LGBT) organization, Las Vegas PRIDE is pleased to invite you to become an advertiser in our 36th LGBT PRIDE Celebration Guide. PRIDE Events will be held in the Fall, 2019. Our Guide to PRIDE will consist of information about many exciting PRIDE events culminating with our Night Parade in historic downtown Las Vegas and PRIDE Festival. The PRIDE Festival is a two-day outdoor event showcasing celebrity entertainment, food, merchandise, activities, and numerous community organizations.

### **DISTRIBUTION & LONG SHELF-LIFE GET RESULTS**

The full-color program guide will be distributed extensively one month prior to the event throughout Nevada, Southern California, and select cities across the United States. The PRIDE program has a shelf life! This means it delivers your advertising often, creating an excellent branding opportunity for your business. Additionally, it's a souvenir that will remind an expected 15,000 attendees of your contribution and commitment to support the LGBT community. As research indicates, the LGBT community is loyal to those who support them!

### **BUILD CUSTOMER AWARENESS & LOYALTY**

Being an advertiser with Las Vegas PRIDE provides a tremendous amount of exposure for your business to the LGBT community and their allies. Each year, the PRIDE Celebration and Parade are not only a spectacular event for the attendee, but an amazing experience for those who assist in making it happen. Your support increases awareness for all Nevadans. Supporting PRIDE proves that your business goes deeper than commerce; it truly cares about and supports its community.



Las Vegas PRIDE looks forward to working with you as an advertiser in the Guide to PRIDE! The Guide to PRIDE provides an opportunity for you to reinforce your brand in a significant media market, to the extremely “brand loyal” LGBT community. The PRIDE celebration is the best opportunity in Nevada for your business to reach this important consumer.

Las Vegas PRIDE is one of the few LGBT events in Nevada that attracts a very diverse audience, comprising people aged 5 to 95, men, women, and children; singles, couples, families; gays, lesbians, bisexuals, transgendered, and their straight allies. Las Vegas residents as well as tourists from the west coast and around the world join us for the events. Las Vegas is one of the most popular tourist destinations for the LGBT community and Las Vegas PRIDE presents a singular opportunity to attract travelers for this once-a-year event, and gain a loyal following of returning visitors, year after year.

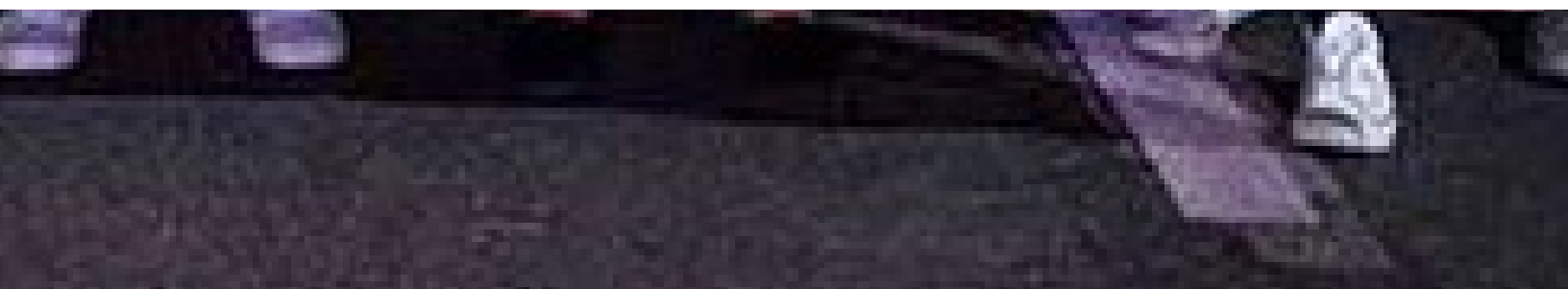
Become a sponsor today to enjoy the benefits of our fully integrated advertising packages. Receive guaranteed visibility in the Guide to PRIDE as well as a presence at the PRIDE Night Parade.

**THANK YOU!**

We look forward to answering any of the questions you may have regarding potential advertising opportunities.

Ernie Yuen  
(702) 290-3583

Email  
[sponsors@lasvegaspride.org](mailto:sponsors@lasvegaspride.org)







# DEADLINES & SPECIFICATIONS

## 2019 ADVERTISING DUE DATES

### LAS VEGAS PRIDE MAGAZINE PRIDE ISSUE RATES & SIZES

8,000 copies distributed throughout Nevada, California, Utah and Arizona.  
Includes 3 social media reach outs in September/October and free Parade entry.

FULL PAGE \$600 (Open Insertion)  
FULL PAGE \$700 (Premium Placement)  
Non-Bleed 7.375" x 9"  
Bleed 8.75" x 10.875" / Trim 8.25" x 10.375" / Live Area 7.375" x 9"

### GUIDE TO PRIDE RATES & SIZES

6,000 copies distributed throughout Nevada, California, Utah and Arizona.  
Includes 3 social media reach outs in September/October.

FULL PAGE \$400 (Open Insertion)  
FULL PAGE \$500 (Premium Placement)  
Non-Bleed 5"W X 8"H  
Bleed 5.75"W X 8.75"H / Trim 5.5"W X 8.5"H / Live Area 5"W X 8"H

Completed Advertising Insertion Order and payment must be received no later than **AUGUST 2, 2019** (Las Vegas PRIDE Magazine) or **AUGUST 30, 2019** (Guide to PRIDE).

Please make checks payable to Southern Nevada Association of PRIDE, Inc.

Send agreement and payment to:  
**4001 S. DECATUR BLVD. #37-540**  
**LAS VEGAS, NV 89103-5800**

Camera ready artwork for Las Vegas PRIDE Magazine's PRIDE Issue (October/November 2019) should be sent in 300dpi JPG or PDF format to [art@lasvegaspride.org](mailto:art@lasvegaspride.org) by **SEPTEMBER 6, 2019**.

Camera ready artwork for SNAPI's Official Guide to PRIDE should be sent in 300dpi CMYK JPG or PDF format to [art@lasvegaspride.org](mailto:art@lasvegaspride.org) by **SEPTEMBER 6, 2019**.



# INSERTION ORDER

The Las Vegas PRIDE Magazine/Guide to PRIDE 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.



Please check one or both for ad insertion:

**Las Vegas PRIDE Magazine PRIDE Issue**  
(Reserve by Aug. 2, 2019 / Ad(s) due by Sept. 6th/ Street Date Oct. 4th)

**Las Vegas Guide to PRIDE**  
(Reserve by Aug. 30, 2019 / Ad(s) due by Sept. 6th / Street Date Oct. 4th)

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, 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 2019/Las Vegas PRIDE Magazine PRIDE Issue. 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