

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.
- 8,000 (25,000 Guide to PRIDE) copies distributed throughout Nevada, Southern California, Utah and Arizona.
- 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.

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) Includes PRIDE Issue (6 Issues Total)	Standard Pricing (Monthly/Single) Not Including PRIDE Issue	Guide to PRIDE Issue Pricing Oct-Nov Issue Only
Back Cover	\$6,000	\$1,000	\$1,500
Inside Front Cover	\$4,800	\$800	\$1,000
Inside Back Cover	\$4,800	\$800	\$1,000
Full Page	\$3,000	\$500	\$600
Half Page			
Half Page	\$1,500	N/A	N/A
Quarter Page			
Quarter Page	\$750	N/A	N/A

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 the 1st Friday of the month prior to the issue date.**

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

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"

Half Page

7.375" x 4.5"

Half Page

Vertical

3.597" x 9.2"

Quarter Page

3.597" x 4.5"

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



Deadline to Order: 1st Friday, 2 months prior
Art Required: 1st Friday of the month prior

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 of 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 of 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 of 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 of 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

2017 ISSUE DEADLINES & TOPICS

February/March

(Love & Fitness)

Reservations by December 3, 2017
Artwork by January 5, 2018
Street Date: February 2, 2018

April/May

(The Women's Issue)

Reservations by February 2, 2018
Artwork by March 2, 2018
Street Date: April 6, 2018

June/July

(Family, Pets & PRIDE Month)

Reservations by April 6, 2018
Artwork by May 4, 2018
Street Date: June 1, 2018

August/September

(Summer Fun / Swimsuit Issue)

Reservations by June 1, 2018
Artwork by July 6, 2018
Street Date: August 3, 2018

October/November

(PRIDE ISSUE)

Reservations by August 3, 2018
Artwork by August 31, 2018
Street Date: October 5, 2018

December/January

(Holiday / New Year Issue)

Reservations by October 5, 2018
Artwork by November 2, 2018
Street Date: December 7, 2018

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