



central new york pride

2018 PRIDE GUIDE ADVERTISING AGREEMENT

At a minimum, two thousand copies of the 2018 PRIDE GUIDE will be available free of charge at CNY PRIDE events throughout the month of June, along with distribution points throughout Central New York. The final size of the Pride Guide is a magazine-style book at 8.5" x 11". The cover and the inside, full color pages are at least 80# glossy stock.

| Ad Type | Paid by 3/31/18* Price | Paid by 4/15/18 Price | Full Price | Check off Ad Type |
|---|------------------------|-----------------------|------------|-------------------|
| Centerfold, Color (16.5" wide x 10.5" high) | \$544 | \$615 | \$723 | |
| Back Cover, Color (8" wide x 10.6" high) | \$497 | \$560 | \$660 | |
| Inside Cover, Color (8" wide x 10.6" high) | \$472 | \$535 | \$628 | |
| Full Page, Color (8" wide x 10.6" high) | \$283 | \$321 | \$377 | |
| Half Page Color (8" wide x 5.125" high) | \$142 | \$162 | \$188 | |
| Quarter Page, Color (3.875" wide x 5.125" high) | \$96 | \$107 | \$127 | |
| Business Card/Coupon, Color (3" wide x 2.5" high) | \$46 | \$56 | \$64 | |
| Add On: | | | | |
| Transforming copy and/or a word document to .pdf | \$25 | \$28 | \$32 | |
| TOTAL | | | | |

ADVERTISING DEADLINES

ABSOLUTELY NO ADS CAN BE ACCEPTED AFTER April 25, 2018

Please print out and return this signed Agreement with payment to: CNY Pride, P. O. Box 6608, Syracuse, NY 13217. Payment must be received prior to ad copy being placed in the Guide. No refunds will be made for failure to submit an ad. **Print-ready Ads should be sent to: cnyprideads@gmail.com by April 25, 2018,** acknowledgment will be sent by email. Ads that come through the PO box and/or need additional work will be charged the Add-On fee.

Print-ready Ads are Ads sent in a high-res format of 300 dpi or greater. The following file formats are supported: Joint Photographic Expert Group (.jpg or .jpeg), Tagged Image File (.tif), Adobe Photoshop (.psd), or Portable Document Format (.pdf) without paying the add-on fee. CNY Pride, Publisher of the Pride Guide, retains the right to approve of all advertisers and ad content.

Advertiser: _____

Contact Person: _____

Mailing Address: _____

City, State, Zip Code: _____

Phone: _____ E-mail: _____

Signature: _____

CNY Pride is a non-profit corporation. Its mission is to serve the Central New York lesbian, gay, bisexual, and transgender (LGBT) community and their allies. Our annual Pride Parade and Festival, along with similar events throughout the year, provide a forum to celebrate and affirm individual sexual and gender identity, to commemorate our community's rich history and diversity, and to renew our dedication to ending intolerance and achieving equal rights.