

# Capital Pride 2009 Pride Guide Advertising

## Capital Pride 2009 June 4-14, 2009

Capital Pride is the largest gay, lesbian, bisexual and transgender pride celebration in Upstate New York. With over 6000 attendees at the Pride Festival in Washington Park, and over 2000 attending events throughout the ten days, Capital Pride has grown to be a premier event.

We invite your business to be a part of Capital Pride 2009 by advertising in our Pride Guide. The full-size, magazine format publication is mailed to 3000 households directly and dropped throughout the community for May and June. Readers regard the businesses that are in the Pride Guide as leaders in the community and this is great exposure for your company with a key demographic.

### Ad Rates

Page Size	Image Dimensions	Price
Full Page (vertical only)	<b>7.5" wide x 10" tall</b>	<b>\$400</b>
Half Page (horizontal only)	<b>7.5" wide x 4.75" tall</b>	<b>\$250</b>
Quarter Page (vertical only)	<b>3.5" wide x 4.75" tall</b>	<b>\$175</b>
Eighth Page (horizontal only)	<b>3.5" wide x 2.125" tall</b>	<b>\$125</b>
Color Charge		<b>\$30 additional per ad</b>
Premium Placement (first 5 pages)		<b>\$50</b>

### AD SPECIFICATIONS:

All ads should be submitted as an electronic file, no hard copy ads will be accepted. Acceptable formats: PDF, In-Design, Illustrator, or Photoshop, with fonts embedded and PC compatible. Image resolution 300dpi or better. Ads that are not in the correct format by the deadline will not be run. Ads that require adjustments or redesign are subject to a \$20 charge. If you have questions regarding these specifications, please call Aaron Holbriiter at 518/462.6138 or email Aaron at [aholbriiter@cdglcc.org](mailto:aholbriiter@cdglcc.org).

**PAYMENT IS DUE WITH RECEIPT OF THE SIGNED AD CONTRACT.**

**DEADLINE FOR SUBMISSION: March 15, 2009**

Ads will not be placed without contract and payment.

Please complete the enclosed form and return with payment to:  
CDGLCC Po Box 131 Albany, NY 12201 ATTN Capital Pride

**Capital Pride 2009 is produced by the Capital District Gay and Lesbian Community Council.**

# Capital Pride 2009 Pride Guide Advertising

## Advertising Contract

Thank you for your interest in advertising in the Pride Guide!  
Please complete the information below and send the completed form, along with payment, to:

**Capital District Gay and Lesbian Community Council**  
**PO Box 131 Albany, NY 12201**  
**ATTN Capital Pride**

### Ad Rates

Page Size	Image Dimensions	Price	Please indicate choice
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Color Charge		\$30 additional per ad	
Premium Placement (first 5 pages)		\$50	

Business/Organization/Group: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name and Title: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Authorized Representative Signature:** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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