

Fall Dinner

Journal Advertisement
Response Form
Thursday, October 22, 2009
Sheraton Hotel & Towers, New York City

Name(s) _____

Company (if applicable) _____

Address _____

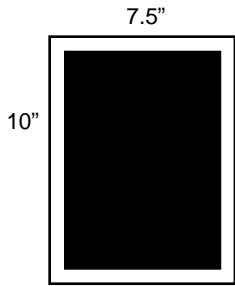
City _____ State _____ ZIP Code _____

Phone (day) _____ Phone (evening) _____

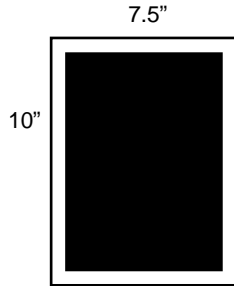
Email(s) _____

ADVERTISING RATES AND SPECIFICATIONS

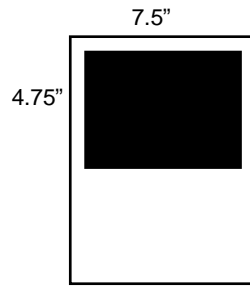
- | | |
|---|---|
| _____ \$10,000 – Center Spread (color) | _____ \$1,500 – Prominent Full Page (black & white) |
| _____ \$ 7,500 – Inside Cover + Page 1 spread (color) | _____ \$1,000 – Full Page (black & white) |
| _____ \$ 6,000 – Two-page spread (color) | _____ \$ 550 – Half Page (black & white) |
| _____ \$ 5,000 – Back Cover (color) | _____ \$ 350 – Quarter Page (black & white) |
| _____ \$ 4,500 – Inside Front or Back Cover (color) | |
| _____ \$ 2,500 – Full Page (color, front of book) | |



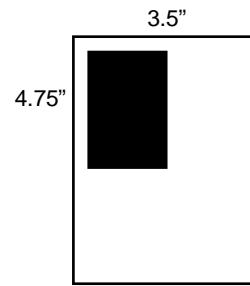
Full page color and covers;
for bleed add 1.25" on
all sides (11.25" X 8.75")



Full page black & white,
no bleeds



Half page black & white



Quarter page black & white

CLOSING DATE FOR AD SPACE: THURSDAY, OCTOBER 1

REQUIREMENTS

- Final art on CD (MAC compatible), DVD, or compressed to a zip file and emailed to **josburn@prideagenda.org** by Thursday, October 1
- InDesign (CS2), hi-res EPS, or hi-res PDF; hi-res PDF preferred file format
- Must include all fonts (or convert to outlines) and laser print proof
- Black and white ads - sized as indicated above, no bleed, and 150-line screen
- Color Pages - sized as indicated above, with or without bleeds, and 150-line screen

PAYMENT INFORMATION

Enclosed is my check made payable to the **Empire State Pride Agenda, Inc.** in the amount of \$ _____

Please charge \$ _____ to my American Express Visa MasterCard Discover

Card Number _____ Expiration Date _____

Name as it appears on card _____

Signature _____

Please return reply form in the enclosed envelope or fax to 212-627-4136

Payment is required when ad is submitted. All sales are final. Final art due Thursday, October 1.

Journal advertisements for this event benefit the Empire State Pride Agenda, Inc., the political and lobbying entity of the Pride Agenda, therefore this contribution is not tax-deductible.

Please contact Johanna Osburn at 212-627-0305 or josburn@prideagenda.org with any questions.