



...and Proud of it!

**Advertise with Pride in the
LA PRIDE MAGAZINE**
The 2012 Los Angeles LGBT PRIDE Celebration
June 8 – 10 in the City of West Hollywood
Presented by Christopher Street West

LA PRIDE MAGAZINE offers the unique opportunity to reach thousands of consumers within the greater Los Angeles Lesbian, Gay, Bisexual and Transgender community. This popular magazine offers invaluable exposure to this highly coveted demographic.

- LA PRIDE MAGAZINE is available weeks prior to the celebration reaching LA, Riverside, Orange, Ventura and San Bernardino Counties.
- LA PRIDE MAGAZINE is showcased at all pre-PRIDE events.
- LA PRIDE MAGAZINE is available as guests leave the festival.
- LA PRIDE MAGAZINE is available at LAPRIDE.org throughout the year.

AD DIMENSIONS

	WIDTH	HEIGHT	(in inches)
Full page bleed	9	11.5	
<small>The Full Page Bleed is the trim size (8.5 x 11) plus an additional ¼" on all sides. The live area is 7.75 x 10. Any elements placed outside of this live area may be cut off.</small>			
Full page non-bleed	7.75	10	
½ page Horizontal	7.75	4.861	
½ page Vertical	3.775	10	
¼ page	3.775	4.861	

SPECIFICATIONS FOR ELECTRONIC AD SUBMISSIONS

Files received that do not fit the specifications will have to be re-submitted. Problematic files cause delays in production and will jeopardize your placement. CSW is not responsible for the quality of the final ad if the files submitted do not match our specifications.

FILE FORMATS: Macintosh files only

PHOTOSHOP: Version CS or earlier. Flattened TIFF Flattened & minimally compressed 300dpi JPG

ADOBE PDF: Make sure to embed all fonts, include all images, and crop off excess information from the pasteboard. Version 7.0 or earlier

ADOBE ILLUSTRATOR: Version CS or earlier; convert all fonts to outlines and save as an EPS.

NO QUARK documents. • NO INDESIGN documents. • NO MS WORD documents.

FULL PAGE BLEED ADS: Please include the bleed when creating the PDF. It is not necessary to provide crop marks, color bars, registration or any other information you do not want to appear.

RESOLUTION: 300 dpi (150 line screen)

COLOR: All ads must be sent CMYK color. NO RGB files please.

SEND: If your file is less than 20mb, email it directly to us at pridemag@LAPRIDE.org
If your file is larger than 20mb, email pridemag@LAPRIDE.org for instructions.

LA LGBT PRIDE in West Hollywood

Christopher Street West Assn., Inc. office 323.969.8302
8235 Santa Monica Blvd., Suite 302 fax 323.969.0761
West Hollywood, CA 90046 info@LAPRIDE.org

Christopher Street West presents

LA PRIDE MAGAZINE

2012 Advertising Insertion Order

NAME OF BUSINESS / ORGANIZATION

ADDRESS

CITY

STATE

ZIP

CONTACT PERSON / TITLE

PHONE

FAX

EMAIL

ADVERTISING RATES

(All ads are 4-Color)

	Early Bird Pricing				TOTAL
	Reserve by March 19		Reserve by April 8		
	Regular	Non-Profit	Regular	Non-Profit	
Front/Back premium (typically 4-8)	\$1,350		\$1,500		
Full Page	\$950	\$775	\$1,100	\$850	
/2 Page (v or h)	\$650	\$550	\$800	\$600	
/4 Page (v or h)	\$450	\$350	\$500	\$400	
				TOTAL	

DEADLINE: **APRIL 08, 2011** by 5:00 p.m. (artwork and payment)

CHECK - make checks payable to: Christopher Street West
8235 Santa Monica Blvd, #302
West Hollywood, CA 90046
ATTN: PRIDE MAGAZINE

CREDIT CARD: authorization form attached.

CONTACT: pridemag@LAPRIDE.org
323-969-8302 x19
eFax 323-645-6139

Christopher Street West Assn., Inc. will approve all ads prior to acceptance and reserves the right to refuse ads at their discretion.



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Credit Card Authorization
LA PRIDE MAGAZINE
The 2012 Los Angeles LGBT Pride Celebration
ADVERTISING

Name of Company or Organization

Today's Date

Credit Card Name

Credit Card Number

Expiration Date

Amount to be Charged

Credit Card Security ID (3 or 4 numbers on back)

CARD HOLDER APPROVAL: I authorize CSW / LA PRIDE to charge the above referenced credit card account and agree to abide by the cardholder agreement. I further agree to pay all balances due if the credit card company fails to pay CSW / LA PRIDE.

Name on card

(Authorized signor) PRINT NAME

SIGNATURE