

# The Official 2009 D.C. Black Pride Guide ADVERTISING CONTRACT



The 19th Annual  
D.C. Black Lesbian  
& Gay Pride Day  
Washington, D.C.  
Memorial Day  
Weekend

May 21-25, 2009

[www.dblackpride.org](http://www.dblackpride.org)  
[dblackpride@gmail.com](mailto:dblackpride@gmail.com)  
[ads@metroweekly.com](mailto:ads@metroweekly.com)

Black Lesbian & Gay Pride Day, Inc. (BLGPD, Inc.) thanks you for your interest in the historic 19th Annual Black Pride celebration to be held in Washington, D.C., over the Memorial Day weekend.

Black GLBT consumers possess an appealing demographic with an average household income significantly higher than the average African American's. According to a recent survey conducted by Black Lesbian and Gay Pride Day, Inc., over 90% of all attendees have completed some college courses with 20% reporting post-graduate study. Your participation as an advertiser at this established and eagerly anticipated event offers highly targeted, unparalleled access to this unique group of consumers.

This year's Official D.C. Black Pride Guide will be packed with features and photographs designed to enhance the 19th Annual Black Lesbian and Gay Pride Day celebration. The guide will also include comprehensive listings of all the official D.C. Black Pride events, including dozens of parties and receptions, performance pieces and workshops, as well as vendor and entertainment listings for the D.C. Black Pride Festival, held on Sunday, May 24. Information about services available to Black gays and lesbians throughout the D.C. metropolitan area will extend the guide's usefulness as a resource through the calendar year.

The D.C. Black Pride Guide will be produced in a convenient, full-size magazine format on bright, high-quality newsprint and will feature a full-color glossy wrap.

With its long commemorative shelf life and targeted audience, advertising in the Official D.C. Black Pride Guide is a cost-effective promotional purchase for your business or organization. Simply complete the advertising contract on the reverse and return with payment to reserve your advertising space today!

Rates are for camera-ready advertisements provided to size, and do not include typesetting or graphic production charges. Electronic submissions: TIFF formatted files (300 dpi) are strongly preferred. Also accepted: high-resolution JPEG files and PDF files (with all fonts and images embedded; must be maximized for print at 300dpi). Color ads must be CMYK.

Ads should be emailed to [dblackpride@gmail.com](mailto:dblackpride@gmail.com) and to [ads@metroweekly.com](mailto:ads@metroweekly.com). Please compress ads with a Zip or Stuffit utility prior to emailing.

If your compressed file **exceeds 9MB**, please call 202-638-6830 to arrange alternative file-sending options.

We also accept CD-ROM and DVDs. No floppies, please. **All rates are net.** BLGPD, Inc. and Jansi, LLC reserve the right to refuse any advertisement. Advertiser assumes all liability for claims or suits based on content or subject matter of advertisement.

## Rates and Dimensions

Publication Size: 8"w x 10.5"h

Full Page	7"w x 9.5"h	\$575 (add \$300 for color).....	\$287.50 (bw)	\$437.50 (color)
Half V	3.375"w x 9.5"h	\$350 (add \$175 for color) .....	\$175.00 (bw)	\$262.50 (color)
Half H	7"w x 4.625"h	\$350 (add \$175 for color) .....	\$175.00 (bw)	\$262.50 (color)
Quarter	3.375"w x 4.625"h	\$225 (add \$150 for color) .....	\$112.50 (bw)	\$187.50 (color)
Eighth	3.375"w x 2.1875"h	\$150 (add \$100 for color) .....	\$ 75.00 (bw)	\$125.00 (color)

**SPECIAL OFFER! Buy an ad in the 2009 Capital Pride Guide and get 50% off\* your 2009 Black Pride Guide ad!**

\*Identical size only. Back cover, inside front and back covers, and premium pages 3 through 15 not included in this special offer.



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**Black Lesbian & Gay Pride Day • May 21-25, 2009 • Wash., D.C.**  
 www.dcblackpride.org • dcblackpride@gmail.com

**Please print clearly or type:**

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

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

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

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Day Telephone: \_\_\_\_\_ Evening Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_

Website: \_\_\_\_\_ E-mail: \_\_\_\_\_

The undersigned hereby acknowledges reservation for advertising space and agrees to the terms and conditions as specified.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Advertisement Reservation and Payment

Please check appropriate box(es) below:

- Full Page       Color
- Half Vertical       Color
- Half Horizontal       Color
- Quarter Page       Color
- Eighth Page       Color

Full and half page bleeds are available at an extra charge. Call 202-638-6830 for pricing and specifications.

- Ad supplied by client:  Email     CD/DVD     Other
- Production required (Please add \$40 to total)    Pickup:  Black Pride 08

PREMIUM PAGES: Back Cover, Inside Front & Back Covers, and pages 3 thru 15 are priced at a premium rate. Call 202-638-6830 for availability and pricing.

Total Amount Enclosed: \$

Please make Check or M.O. payable to "Black Pride Guide" or pay with MasterCard, Visa or AmEx (please print clearly):

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_ / \_\_\_\_ CVN#: \_\_\_\_\_

Name on Card: \_\_\_\_\_

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

<b>Important Deadlines to Remember</b>	
<b>May 7, 2009</b>	<b>Space Reservation and Payment Due</b>
May 8, 2009	Copy and Artwork for In-House Ad Production Due
May 11, 2009	Digital/E-mailed Ads Due
May 21, 2009	Publication Date

**Fax completed form to 202-638-6831 • Or mail with payment to:  
 Black Pride Guide 2009 - 1012 14<sup>th</sup> St. NW - Suite 209 - Washington, DC 20005**