

# Pride Guide 2009

## ADVERTISING CONTRACT



Capital Pride Festival  
Washington, D.C.  
June 5-14, 2009

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

Phone: 202-638-6830 / Fax: 202-638-6831

With more than 200,000 in attendance at the last Capital Pride Festival and an even larger gathering expected in this 34th Anniversary year, **the Capital Pride Guide is the best opportunity for your organization or business to communicate your message to a large, highly desirable audience.** As the official guide to all things Capital Pride, the Pride Guide will feature information on all events during the weeklong festival, as well as related features, interviews, photographs, calendars and maps.

### New! All Color, All Glossy Format

For the first time ever, the Capital Pride Guide will be printed on a coated glossy paper stock, will be perfect-bound, and will feature color on every page. Because of its attractive format, its long commemorative shelf life and substantial local and regional circulation, advertising in the Capital Pride Guide, now more than ever before, is a cost-effective promotional purchase. Simply complete the Advertising Contract on the reverse side and return with payment to reserve your ad space.

**RESERVE EARLY to take advantage of our amazing Early Bird Special and save up to 49% off the open rate!** (See box below)

### Circulation and Audience

The Capital Pride Guide offers national exposure and the largest circulation of any publication targeting the Lesbian, Gay, Bisexual and Transgender community in the Washington metropolitan area and surrounding Mid-Atlantic region. Dollar for dollar, copy for copy, it is the single most effective and affordable advertising placement you will make all year. This year's guide will boast at least 125 pages and will be available for free at more than 700 locations throughout the Mid-Atlantic region during the 10-day Capital Pride 2008 celebration, as well as at all Capital Pride events, including throughout the Capital Pride Festival grounds on Sunday, June 14.

### Your Placement Buys More than Ad Space

The Capital Pride Guide is a high-profile sponsorship that does much more than promote your organization or business. Your association with the largest celebration in the Lesbian, Gay, Bisexual and Transgender community in the D.C. metropolitan area is the optimal way to enhance your reputation with the community.

### Rates and Dimensions

Trim Size: 8" x 10.5" - Glossy - Full Color

		Open Rate	
Full*	7"w x 9.5"h	\$1,250.....	<b>\$695</b> (You Save \$555)
Half V	3.375"w x 9.5"h	\$ 895.....	<b>\$475</b> (You Save \$420)
Half H	7"w x 4.625"h	\$ 895.....	<b>\$475</b> (You Save \$420)
Quarter	3.375"w x 4.625"h	\$ 635.....	<b>\$335</b> (You Save \$300)
Eighth	3.375"w x 2.1875"h	\$ 435.....	<b>\$235</b> (You Save \$200)

**"Early Bird" Special: Reserve your space by Wednesday, May 6 and you pay only**

\*Bleeds extra. Please inquire.

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 both [prideguide@gmail.com](mailto:prideguide@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 emailing options.

We also accept CD/DVD. No floppies, please.

**All rates are net.**

Jansi LLC, and Capital Pride reserve the right to refuse any advertisement. Advertiser assumes all liability for claims or suits based upon content or subject matter of ad.



"Generations of Pride: Celebrate & Remember"  
 The Official 2009 Pride Guide Advertising Contract  
**Capital Pride Festival • June 5-14, 2009 • Washington, D.C.**  
**www.capitalpride.org • prideguide@gmail.com • ads@metroweekly.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):

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

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

- Ad to be supplied by client via (check one):  Email     CD/DVD     Other
- Production required (Please add \$40 to total)  Pickup Black Pride '09

PREMIUM PLACEMENTS: Back, Inside Front, Inside Back, and pages 3-25 are priced at a premium. Call 202-638-6830 for availability and pricing.

Total Amount Enclosed: \$

**Important Deadlines to Remember**

<b>May 6, 2009</b>	<b>Early Bird Reservation Due</b> (see reverse for details)
May 13, 2009	Final Space Reservation and Payment Due*
May 15, 2009	Copy & Artwork for In-House Ad Production Due
May 19, 2009	Digital/E-mailed Ads Due
June 5, 2009	Initial Publication Date

\*Ask about our new 3-Month Payment Plan!

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

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

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

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

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