



central new york pride

2018 PRIDE GUIDE ADVERTISING AGREEMENT

At a minimum, two thousand copies of the 2018 PRIDE GUIDE will be available free of charge at CNY PRIDE events throughout the month of June, along with distribution points throughout Central New York. The final size of the Pride Guide is a magazine-style book at 8.5" x 11". The cover and the inside, full color pages are at least 80# glossy stock. The Program will get your message out to thousands of prospective customers at the same time as it supports CNY Pride in it's important work. To be featured on CNY Pride digital media for free, your payment must be received by March 15.

Ad Type	Paid by 3/31/18* Price	Paid by 4/15/18 Price	Full Price	Check off Ad Type
Centerfold, Color (16.5" wide x 10.5" high)	\$544	\$615	\$723	
Back Cover, Color (8" wide x 10.6" high)	\$497	\$560	\$660	
Inside Cover, Color (8" wide x 10.6" high)	\$472	\$535	\$628	
Full Page, Color (8" wide x 10.6" high)	\$283	\$321	\$377	
Half Page Color (8" wide x 5.125" high)	\$142	\$162	\$188	
Quarter Page, Color (3.875" wide x 5.125" high)	\$96	\$107	\$127	
Business Card/Coupon, Color (3" wide x 2.5" high)	\$46	\$56	\$64	
<b>Add On:</b>				
Transforming copy and/or a word document to .pdf	\$25	\$28	\$32	
<b>TOTAL</b>				

**\* Pay by 3/3/18 and you will be featured on CNY Pride Digital Media.**

ADVERTISING DEADLINES

ABSOLUTELY NO ADS CAN BE ACCEPTED AFTER April 25, 2018

**Please print out and return this signed Agreement with payment to: CNY Pride, P. O. Box 6608, Syracuse, NY 13217.** Payment must be received prior to ad copy being placed in the Guide. No refunds will be made for failure to submit an ad. **Print-ready Ads should be sent to: cnyprideads@gmail.com by April 25, 2018,** acknowledgment will be sent by email. Ads that come through the PO box and/or need additional work will be charged the Add-On fee.

Print-ready Ads are Ads sent in a high-res format of 300 dpi or greater. The following file formats are supported: Joint Photographic Expert Group (.jpg or .jpeg), Tagged Image File (.tif), Adobe Photoshop (.psd), or Portable Document Format (.pdf) without paying the add-on fee. CNY Pride, Publisher of the Pride Guide, retains the right to approve of all advertisers and ad content.

Advertiser: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

CNY Pride is a non-profit corporation. Its mission is to serve the Central New York lesbian, gay, bisexual, and transgender (LGBT) community and their allies. Our annual Pride Parade and Festival, along with similar events throughout the year, provide a forum to celebrate and affirm individual sexual and gender identity, to commemorate our community's rich history and diversity, and to renew our dedication to ending intolerance and achieving equal rights.