



## NYC PRIDE 2010 OFFICIAL PRIDE GUIDE

**New York City is the birth place of the modern gay rights movement, so it makes sense that NYC would host some of the world's biggest and best LGBT pride events. For 2010, a full week of activities begin with The Rally at Central Park's SummerStage and ends with the legendary, Dance on the Pier with a full roster of activities packed in between attracting over 1,500,000 people.**

NYC Pride 2010 theme is **"Liberty and Justice for All"** and we invite your organization or business to be included in the very sought after annual NYC Pride Guide and to celebrate this theme.

Advertising in the Official Pride Guide sends a positive message to the community as well as attracting a very affluent and vocal LGBT consumer.

**The annual Official Pride Guide is more than a guide to NYC Pride, it's also your vehicle to reach an extremely brand loyal and product conscious audience that supports advertisers who make a concerted effort to reach out to the LGBT community.**

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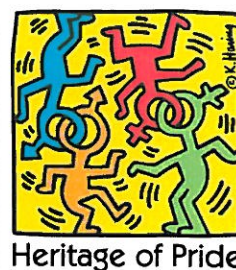
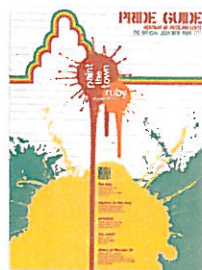
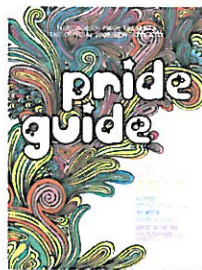
### The NYC Pride Guide Specs:

- 80,000 copies of the guide will hit the streets in early May 2010 and distributed by Next Magazine.
- Distribution spots include LGBT friendly restaurants, bars, retailers, and even the Fire Island Pines and Cherry Grove.
- Distribution will include hundreds of locations in the tri-state area with additional distribution points in Los Angeles, Chicago, Boston, DC, Miami, San Francisco and San Diego.
- The guide will also be distributed at all events produced by NYC Pride including: The Rally, Pridefest, The March, Dance on the Pier, Rapture on the River and special VIP events.
- The size: 8.125 x 10.875 - Live area: 7.625 x 10.375
- The Pride Guide will also be featured online for visitors to download prior to NYC Pride at [www.NYCpride.org](http://www.NYCpride.org)

### **TO RESERVE AN AD IN THIS YEARS PRIDE GUIDE PLEASE CONTACT:**

Jimmy Wood - [media@nycpride.org](mailto:media@nycpride.org) – or call 917-208-1223

Organizer & Producer of New York City's Lesbian, Gay, Bisexual, Transgender Pride  
Rally, March, PrideFest & Dance

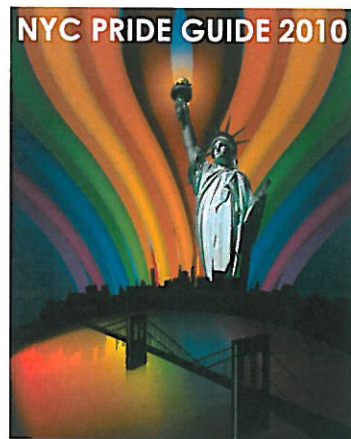


## 2010 NYC PRIDE GUIDE ADVERTISING RATES:

- Full Page - \$1400.00
- ½ page Vertical & Horizontal - \$750.00
- ¼ page - \$425.00
- ⅛ page - \$300.00

## PREMIUM PLACEMENT:

- Back Cover - \$4800.00
- Inside Cover (front or back) - \$3600.00
- Opposite Inside Cover (front or back)- \$3400.00

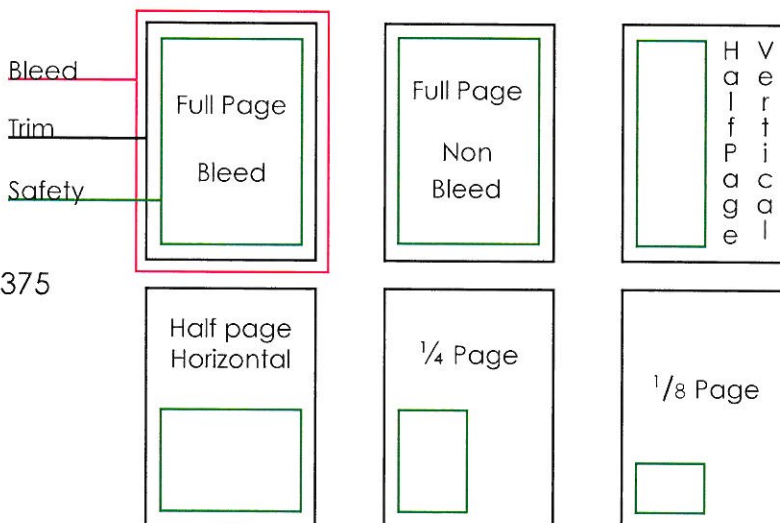


Specific placement request (if available) - 20% surcharge of the established space rate.

## AD DIMENSIONS:

Full page Bleed Dimensions:

- Bleed – 8.25 x 11.125
- Trim – 8.125 x 10.875
- Safety – 7.625 x 10.375



Full Page Non-Bleed – 7.625 x 10.375

- ½ page vertical – 3.625 x 10.375
- ½ page horizontal – 7.625 x 5
- ¼ page – 3.625 x 5
- ⅛ page – 3.625 x 2.5

## SPECIFICATIONS FOR AD SUBMISSIONS :

**AD DEADLINE DATE:** Friday, April 23, 2010

File formats: Ads should be submitted as PDF files and CMYK. 300 dpi resolution. Make sure to embed all fonts, include all images and show crop marks. Ads may be emailed to [prideguide@nycpride.org](mailto:prideguide@nycpride.org) or sent via FTP (please email for FTP instructions). Please contact us with any questions regarding ad specifications or submission.

Payment in full must be received by the deadline date.



NEW YORK CITY | HERITAGE OF PRIDE

**INSERTION ORDER FORM**

Please Fax to  
212.807.7436  
Attn: Pride Guide



**Heritage of Pride, Inc.**  
154 Christopher Street, #1D  
New York, NY 10014  
[www.nycpride.org](http://www.nycpride.org)

Advertiser \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Authorized Contact Name \_\_\_\_\_

Agency Name (if applicable) \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Authorized Contact Name \_\_\_\_\_

Ad Size/Type \_\_\_\_\_  
(Indicate Premium, Spread, Full, 1/2 Vert, 1/2 Hor, 1/4, 1/8)

Ad Rate \_\_\_\_\_

Special Placement Request \_\_\_\_\_

Placement Guarantee Surcharge \_\_\_\_\_  
(% added to rate above)

NYC Pride Rep \_\_\_\_\_

Advertiser Signature/Date \_\_\_\_\_

NYC Pride Signature/Date \_\_\_\_\_

All advertising is subject to approval by Heritage of Pride, Inc.