

ADVERTISING PRICING



SIZING

DIMENSIONS

PRICING

• Full Page Ad	• 4.75 x 7.5	• \$1,100
• Half Page Ad	• 4.75 x 3.75	• \$600
• Quarter Page Ad	• 2.375 x 3.75	• \$300
• Eighth Page Ad	• 2.375 x 1.875	• \$200

SPECIFICATIONS

- Press Ready PDF Fonts embedded
- Photoshop EPS with a minimum resolution of 300 dpi at final size
- Illustrator EPS with type converted to curves and no placed/embedded art from other programs
- PC or MAC platform, CMYK, 300 dpi (recommended 300 dpi, no less than 266 dpi)
- Ads should be provided in PDF or EPS format and set to correct size
 - If ad bleeds, please include a 1/8* bleed
- Colors should be set to CMYK (Any ads submitted as RGB will be converted to CMYK before printing and colors may be slightly altered in the conversion)
- Fonts and imported art must be included in the electronic upload, on disc, or a press ready PDF file. All artwork must be provided, not embedded
- All ads must fit exactly to the ad space dimensions
- Bleed ads must bleed 1/8* beyond trim size on all sides.=
- Pantone colors, metallic colors etc. will be converted to CMYK and cannot be expected to exactly match their CMYK equivalent
 - Please convert the spot colors to CMYK on your own if you wish to manage the color conversion

NOTES

- The Executive Director must approve all other file formats or media before submission
- The Center is not responsible for addition charges on electronic files that are incorrectly assembled. Art submitted will run "as is." Therefore there will be no proof provided and the Center is not responsible for errors in supplied electronic artwork and copy.



CONTACT INFORMATION

- Name of Organization: _____
- Contact Person: _____
- Address: _____
- City/State/Zip: _____
- Email: _____
- Website: _____
- Phone: _____ Fax: _____

ADVERTISEMENT INFORMATION

___ 1/8 page (2.375 x 1.875)	\$200
___ 1/4 page (2.375 x 3.75)	\$300
___ 1/2 page (4.75 x 3.75)	\$600
___ Full page (4.75 x 7.5)	\$1,100
___ Front or Back Interior Cover Full Page (4.75 x 7.5)	\$1,250
___ Back Cover Full Page (4.75 x 7.5)	\$1,500

TOTAL AMOUNT OWED \$

AGREEMENT

By signing below, the individual signifies that their entity agrees to the terms and conditions of the Out! Guide advertisement specifications

- Signature: _____
- Representing: _____
- Print Name: _____

If mailing: Please return only this page with a check or money order, payable to:

LGBT Center of Raleigh
 119 E. Hargett St
 Suite 010
 Raleigh, NC 27601