

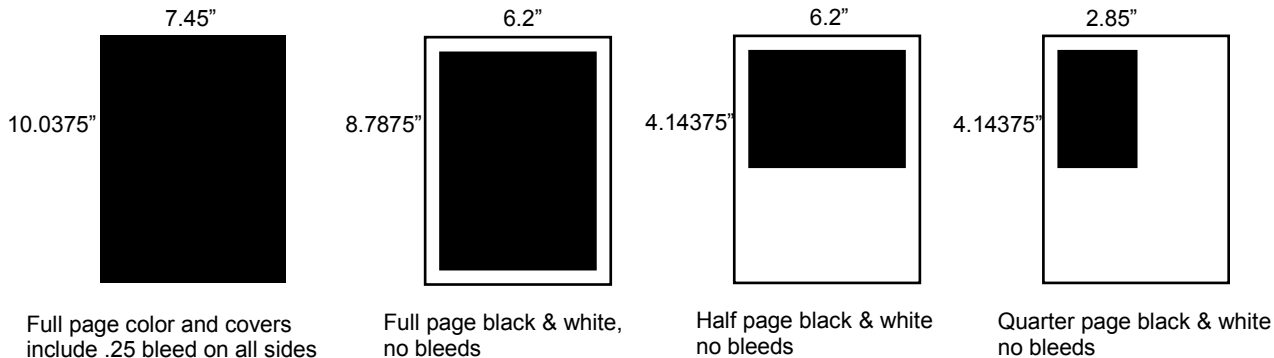
EMPIRE STATE PRIDE AGENDA
FALL DINNER

**Journal Advertisement
 Response Form
 Thursday, October 14, 2010
 Sheraton Hotel & Towers, New York City**

Name(s) _____
 Company (if applicable) _____
 Address _____
 City _____ State _____ ZIP Code _____
 Phone (day) _____ Phone (evening) _____
 Email(s) _____

ADVERTISING RATES AND SPECIFICATIONS – Book size: 7.2 x 9.7875

- | | |
|---|---|
| _____ \$10,000 – Center Spread (color) | _____ \$1,500 – Prominent Full Page (black & white) |
| _____ \$ 7,500 – Inside Cover + Page 1 spread (color) | _____ \$1,000 – Full Page (black & white) |
| _____ \$ 6,000 – Two-page spread (color) | _____ \$ 550 – Half Page (black & white) |
| _____ \$ 5,000 – Back Cover (color) | _____ \$ 350 – Quarter Page (black & white) |
| _____ \$ 4,500 – Inside Front or Back Cover (color) | |
| _____ \$ 3,000 – Full Page (color, front of book) | |



CLOSING DATE FOR AD SPACE: MONDAY, SEPTEMBER 27

REQUIREMENTS

- Final art on CD (MAC compatible), DVD, or compressed to a zip file and emailed to **josburn@prideagenda.org** by Monday, September 27
- InDesign (CS4), hi-res EPS, or hi-res PDF; hi-res PDF preferred file format
- Must include all fonts (or convert to outlines) and laser print proof
- Black and white ads - sized as indicated above, no bleed, and 300-dpi
- Color Pages - sized as indicated above, with or without bleeds, and 300-dpi

PAYMENT INFORMATION

Enclosed is my check made payable to the **Empire State Pride Agenda, Inc.** in the amount of \$ _____

Please charge \$ _____ to my American Express Visa MasterCard Discover

Card Number _____ Expiration Date _____

Name as it appears on card _____

Signature _____

Please return reply form in the enclosed envelope or fax to 212-627-4136

Payment is required when ad is submitted. All sales are final. Final art due Monday, September 27.

Journal advertisements for this event benefit the Empire State Pride Agenda, Inc., the political and lobbying entity of the Pride Agenda, therefore this contribution is not tax-deductible.

Please contact Johanna Osburn at 212-627-0305 or josburn@prideagenda.org with any questions.