

ADVERTISE WITH PRIDE!

the official Boston Pride Guide 2015

A full-color, glossy magazine published by The New Boston Pride Committee, Inc. Out on May 20th

The LGBT audience responds strongly to targeted advertising with a high level of brand recognition and recall. In other demographics, this level of brand penetration can be difficult to achieve without a significantly higher investment. Advertising in the Official Boston Pride Guide will promote your company to our audience of lesbians, gay men, bisexuals, transgender persons and straight allies.

Of LGBT adults in the United States polled on their consumer behavior;

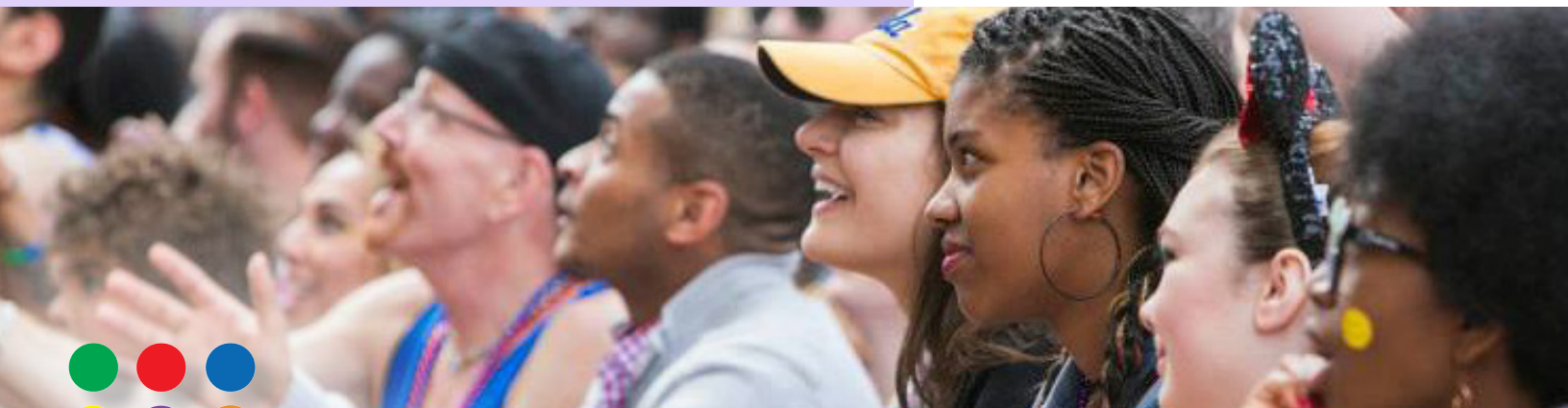
- roughly **half** are more likely to patronize a business that tailors its advertising to the LGBT community
- **7** out of **10** are inclined to consider brands that support non-profit organizations and causes important to them as LGBT individuals
- in a twelve-month period, **23%** switched their patronage to a competing company due to its support of the LGBT community
- **7** out of **10** would remain loyal to a company that they perceive to be LGBT-friendly, even if a less friendly/supportive competitor offers a more affordable or convenient product or service

Source: 2011 Harris Poll, in partnership with Witeck communications



All advertisements must be reserved no later than **Friday, April 3rd, 11:59pm.**

All advertisements are due, **camera ready**, to The New Boston Pride Committee, Inc., no later than **Friday, April 17th, 11:59pm.**



the official Boston Pride Guide 2015

A full-color, glossy magazine published by The New Boston Pride Committee, Inc. Out on May 20th

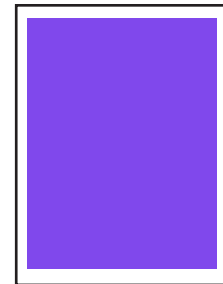
The Boston Pride Guide is the official magazine of Boston Pride for our 45th anniversary celebration in 2015. The magazine will feature information about all official events (festival, parade, block parties and many more!), as well as unique and original reporting, including stories sourced in the community. Our full-color, glossy publication is the best way to promote your brand to the Boston LGBT audience during Pride and beyond.

PREMIUM PLACEMENT

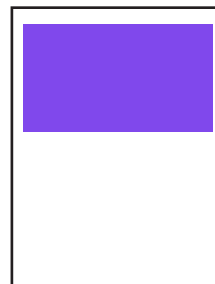
SIZE	PRICE
Front Cover Banner	\$10,000
Back Cover	\$5,000
Inside Covers (2 available)	\$2,500
1st Recto (page 3)	\$2,500
Last Verso (page n-2)	\$2,500
Page Before Masthead	\$2,000
Page Opposite Editorial	\$1,500
Page Opposite Table-of-Contents	\$1,500
Page Opposite Parade Map	\$1,000
Page Opposite Festival Map	\$1,000
Page Opposite Calendar	\$1,000
Page Opposite Nightlife Calendar	\$1,000



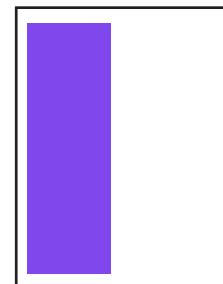
Full Page (Bleed)



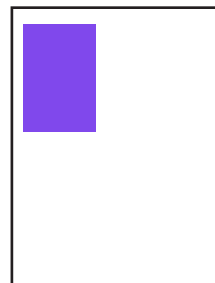
Full Page (Non-Bleed)



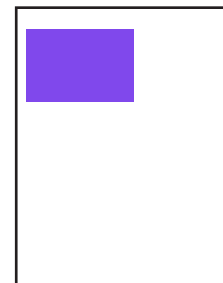
Half Page Horizontal



Half Page Vertical



Quarter Page Horizontal



Quarter Page Vertical

REGULAR PLACEMENT

SIZE	PRICE
Full Page	\$875
2-Page Spread	\$1,600
Half Page Vertical	\$575
Half Page Horizontal	\$575
Quarter Page Vertical	\$300
Quarter Page Horizontal	\$300

Payment by credit card or by check is required at the time of space reservation. Ad space is not secured until payment is received in full.

Submit payments by check to Boston Pride, 398 Columbus Ave. #285 Boston, MA 02116. Contact us for payment by credit card.

Boston Pride reserves the right to refuse submitted artwork. See full Terms and Conditions at bostonpride.org/guide

We accept digital files only.

PDF X1-A: An Adobe Acrobat hi-res "Press Quality" PDF file is the preferred format. All fonts must be embedded. All 4-color ads must be designed using the CMYK process color space. Spot colors will be converted to CMYK. Files must be submitted at 100% of reproduction size. All embedded images must be 300 dpi TIFF or EPS files.

Adobe Illustrator EPS and Photoshop TIFF or EPS files are also accepted. All fonts must be saved as outlines (Illustrator EPS), layers flattened and in CMYK mode.

For information contact Bill Berggren at bberggren@bostonpride.org or 617-262-9405

