

the official

# BOSTON PRIDE GUIDE 2016

a magazine published by The New Boston Pride Committee, Inc.



GUIDE OUT MAY 18TH, 2016

Boston Pride Week 2016 - June 3-12

## PRINT

**20,000 COPIES AT 380+ NEW ENGLAND LOCATIONS**

*in 2015, the Boston Pride Guide was a game changer...  
...don't be left out in 2016!*

**144 PAGES - FULL COLOR, GLOSSY THROUGHOUT!**

30+ pages of event info... direct from the source!

65+ pages of original news and content



LGBT audiences respond 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. Used with permission.

## ONLINE

**A GLOBAL PRIDE & HUMAN RIGHTS PUBLICATION**

**18,000+ online reads  
86,000+ web impressions  
in 81 countries, on 6 continents  
including several countries  
considered hostile to LGBT people.**

Source: Issuu.com statistics.



**INTERESTED IN PLACING AN AD?**

Contact: Sylvain Bruni  
Email: [sbruni@bostonpride.org](mailto:sbruni@bostonpride.org)  
Phone: 617.417.0359

**DEADLINES**

Reserve by  
**April 1st**  
Artwork due  
**April 15th**

 /bostonpride  
 @bostonpride  
[www.bostonpride.org/guide](http://www.bostonpride.org/guide)

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## AD PRICING

### PREMIUM PLACEMENT

Front Cover Banner.....	\$ 10,000
Back Cover.....	\$ 5,000
Inside Front Cover.....	\$ 2,500
Inside Back Cover.....	\$ 2,500
Opposite Inside Front Cover.....	\$ 2,500
Opposite Inside Back Cover.....	\$ 2,500
Early Page Before Masthead.....	\$ 2,000
Page opposite Editor's Letter.....	\$ 1,500
Page opposite Table of Contents.....	\$ 1,000
Page opposite Parade Map.....	\$ 1,000
Page opposite Festival Map.....	\$ 1,000
Page opposite Calendar.....	\$ 1,000
Page opposite Nightlife Calendar.....	\$ 1,000

### REGULAR PLACEMENT

Full Page .....	\$ 900
2-Page Spread.....	\$ 1,650
Half-Page Vertical.....	\$ 600
Half-Page Horizontal.....	\$ 600
Quarter-Page.....	\$ 325
Banner.....	\$ 325

## ADD-ONS

Click-through on web version.....	\$ 100 <b>NEW</b>
Design services for full page ad.....	\$ 100
Design services for half-page ad.....	\$ 75
Design services for quarter-page ad.....	\$ 50

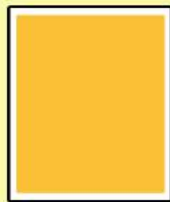
## AD SPECS

The Boston Pride Guide is published in the standard 8.5" x 11" format, with a trim size of 8.375" x 10.875". Ads must be provided to Boston Pride in the following dimensions:



**Full Page bleed**

8.625" x 11.125"



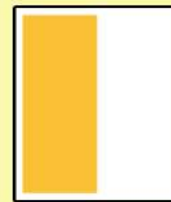
**Full Page non-bleed**

7.625" x 9.75"



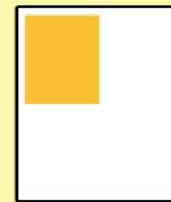
**Half-Page Horizontal**

7.625" x 4.75"



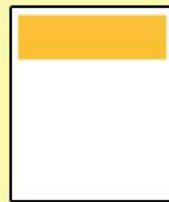
**Half-Page Vertical**

3.75" x 9.75"



**Quarter Page**

3.75" x 4.75"



**Banner**

7.625" x 1.875"

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.

## TERMS & CONDITIONS

Boston Pride reserves the right to refuse submitted artwork. Boston Pride does not assume any responsibility for errors in submitted artwork. Payment by credit card or check is required at the time of space reservation. Ad space is not secured until payment is received in full. See payment instructions directly in the online Ad Space Reservation System. See full terms and conditions online at [bostonpride.org/guide](http://bostonpride.org/guide).

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