

**Fresh New Design • Convenient New Size
Affordable Advertising Rates**

RI PrideGuide 2010 Rate Card

*The Official Guide to
RI's Largest Gay, Lesbian,
Bisexual and Transgender
Celebration*

advertising dimensions

advertising rates

All pages are produced in full color

Back Cover	675
Inside Front Cover	550
Inside Back Cover	550
Full Page	500
Half Page.....	250
Quarter Page.....	125
Eighth Page.....	85

deadlines

Artwork & Editorial Deadline
May 1, 2010

paper stock

Cover: 80# Gloss
Inside Pages: 60# Gloss

graphic services

Scanning (photos or line art)
\$15 each

Advertising Layout & Design
\$65 per hour

digital requirements

Accepted file formats (MAC):

Adobe InDesign CS2/4, Adobe Illustrator CS2 and CS4, QuarkXPress 4.0, Adobe Photoshop CS2 and CS4, Adobe Acrobat (PDF)

Accepted file formats (WINDOWS):

Adobe InDesign CS2, Adobe Photoshop CS2, Adobe Illustrator CS2, Adobe Acrobat (PDF)

Image Resolution & Formats: 300dpi EPS, TIF and JPG

terms & conditions

Payment: All insertions must be pre-paid.

Cancellations: Cancellations of space for the RI Pride Guide should be submitted in writing prior to the ad material deadline date. The publisher reserves the right to charge up to 100% of the rate for any advertising space placed but subsequently cancelled after the deadline date.

Ad Materials: If new materials for a contracted space are not furnished by the materials deadline date, the prior Pride Guide advertisement will be published regardless of size. If modifications are needed, the publisher will change the advertisement and will bill the advertiser for graphic design.

The publisher assumes no liability for the content of advertised materials including copy, illustrations and/or photography. All materials and advertisements are subject to the publisher's approval. The publisher reserves the right to reject or cancel any advertisement.

shipping instructions

AD Materials - RI Pride Guide
PO Box 1082, Providence, RI 02901

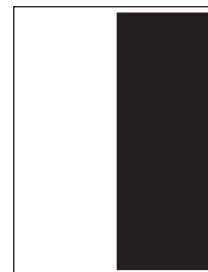


**Full Page
5" x 8"**

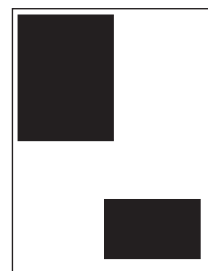
Bleed Size 5.75 x 8.75
Trim Size 5.5 x 8.5



**Half Page
Horizontal
5" x 3.875"**



**Half Page
Vertical
2.375" x 8"**



**Quarter Page
2.375" x 3.875"**



**Eighth Page
2.375 x 1.875**

RHODE ISLAND PRIDE

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Online Forms and FTP Upload Available
at Pride.RI.com/guide.html