



PRIDE GUIDE 2012 RATE CARD

The Pride Guide is Pride London Festival's official event program & includes a full listing of Pride events, community resources & parade information. This year we celebrate 30 years of Pride in London & will feature special stories & photographs about the history of our LGBTTQ community.

The Pride Guide offers businesses a chance to advertise directly to the growing LGBTTQ community, as well as their friends, family & allies. Not only is it a great marketing opportunity, but also a chance to let Londoners know that you support the positive social change that Pride stands for.

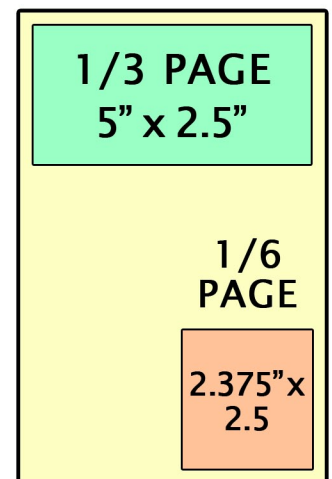
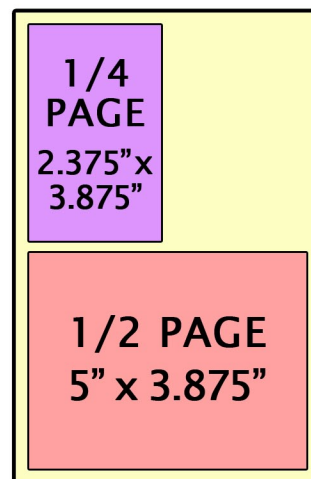
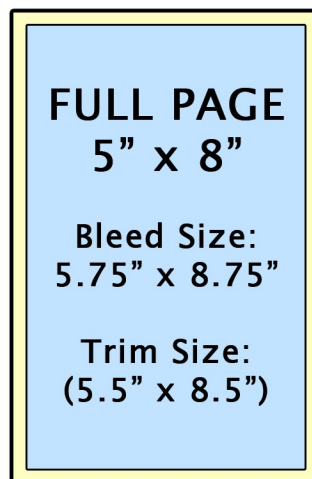
A recent study showed that the LGBTTQ demographic is 89% brand-affiliated, meaning most likely or highly likely to actively seek out a brand that had advertised in gay media.

[Source: Simmons]

Over 10,000 copies of the Pride Guide will be printed & distributed to local businesses, restaurants, & community centres in London & surrounding areas. The Pride Guide is also available online at www.pridelondon.ca.

ADVERTISING RATES

Sixth Page:	\$150
Quarter Page:	\$200
Third Page:	\$250
Half Page:	\$400
Full Page:	\$700
Inside Covers:	\$1000
Back Cover:	\$1500



July 22 to 29



YOUR COMMUNITY, YOUR PRIDE

2012 Pride Guide Advertising Form

Business Name: _____

Contact Name: _____

Address: _____

City: _____ Postal Code: _____

Phone Number: _____

Email: _____

- | | | |
|--------------------------|----------------------|----------------|
| <input type="checkbox"/> | Back Cover | \$1,500 |
| <input type="checkbox"/> | Inside Covers | \$1,000 |
| <input type="checkbox"/> | Full Page | \$700 |
| <input type="checkbox"/> | Half Page | \$400 |
| <input type="checkbox"/> | Third Page | \$250 |
| <input type="checkbox"/> | Quarter Page | \$200 |
| <input type="checkbox"/> | Sixth Page | \$150 |

Artwork Deadline: Sunday, April 1st

Accepted File Format (MAC & PC):

- Adobe Acrobat (PDF)
- Image Resolution: 300 DPI

Send finished artwork to:

Andrew@pridelondon.ca

Please make cheques payable to:

Pride London Festival
30 – 186 King Street
London, ON N6A 1C6

Email: info@pridelondon.ca

Website: www.pridelondon.ca

TERMS & CONDITIONS:

Payment: All advertisements must be paid in full prior to Sunday, April 1st, 2012.

Cancellations: All ad cancellations must be submitted in writing prior to the artwork deadline. 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: 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.