

## 16<sup>th</sup> ANNUAL PRIDE GUIDE Advertiser's Information

Few imagined that in 1997 Brooklyn's First Annual Lesbian, Gay, Bisexual and Transgender Pride Celebration would be such a huge success, especially since it was being organized and produced by a new grassroots organization with an all volunteer staff. 14 Years later, Brooklyn Pride, Inc. produces the second largest Pride Celebration in New York.

We hosted over 35,000 participants this past June at our festival, stage and night parade. It was an exhilarating experience watching Brooklyn's LGBT community come together. We had a cross section of the borough's business, community and government leaders, as well as city-wide organizations and businesses as participants in our festival and parade.

We could not have done it these past fifteen years without the support of local businesses who advertised in the Pride Guide and our sponsors. We hope you will support us again or join us for the first time.

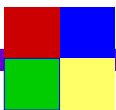
### Consider the Facts

Our readers understand that Pride Guide advertisers are affirming, clearly and forcefully, their belief in the value of our diversity.

We will deliver over 15,000 copies directly into the hands of an audience that has shown repeatedly in marketing surveys to be highly brand loyal and on average have more expendable income.

Pride Guide Advertisers are included in our website Community Resource Directory – Brooklyn's only directory identifying both organizations and businesses that serve and support the LGBT Community. Brooklyn Pride's website will give you exposure to over 9,000 hits per month and over 26,000 in the month of June.

The facts are simple: By advertising in Brooklyn Pride's 16<sup>th</sup> Annual Full Color Pride Guide, you have the unique opportunity to present your business – at nominal cost – to a thoroughly discerning and loyal group of consumers.



### Facts about Brooklyn Pride, Inc.

Over the years, Brooklyn Pride, Inc. has become the largest and most prominent organization serving Brooklyn's LGBT community. Although Brooklyn Pride's primary mission is to produce the borough's annual pride events, the organization actively works to bring pride year round to every Brooklyn neighborhood.

Brooklyn Pride, Inc. is a 501(c)(3) wholly volunteer-managed, tax-exempt, non-profit organization working for and on behalf of all lesbian, gay, bisexual and transgender Brooklynites and all others who support the struggle for equality of this community. In the spirit of Stonewall, Brooklyn Pride, Inc. welcomes the participation of all the residents of Brooklyn, the outer boroughs and pride communities both out of state and internationally, regardless of age, creed, gender, gender identification, HIV status, national origin, physical, mental or development disability, race religion or sexual orientation.

Brooklyn Pride, Inc. is a proud member of the International Association of Lesbian, Gay, Bisexual and Transgender Pride Coordinators (InterPride), a not-for-profit organization that provides support to over 200 groups that plan Pride events around the globe. Brooklyn Pride, Inc. is also a member of Northeast Regional Pride (NERP), an association of Pride committees in the Northeast.

Visit us on the web at

[www.BrooklynPride.org](http://www.BrooklynPride.org)

### Committee Contacts:

Zully Rolan: (718) 928-3320 Ext. 4

BROOKLYN PRIDE INC.

P.O. Box 150508

Phone: (718) 928-3320

Fax: (718) 874-9783

E-mail: [zrolan@brooklynpride.org](mailto:zrolan@brooklynpride.org)



# 16<sup>th</sup> Annual

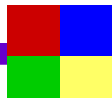
## Brooklyn Pride Celebration

### June 9<sup>th</sup>, 2012



## 2012 Pride Guide

## Specifications and Rates



**ADVERTISING CONTRACT  
Terms and Conditions**

These terms and conditions shall be deemed incorporated into every insertion order, space contract or non-contracted advertisement given to the publisher, Brooklyn Pride, Inc. unless specifically modified in a written agreement signed by the publisher.

All advertising published in the Brooklyn 16<sup>th</sup> Annual Pride Guide is subject to the applicable rate card. Insertion orders and artwork must be received by **May 4<sup>th</sup>, 2012** and payment must accompany submission. **NO EXCEPTIONS.**

All artwork, photographs or any other material submitted to Brooklyn Pride, Inc. are published with the express understanding that the advertiser and/or advertising agency is fully authorized to use, publish or cause to be published these materials and has secured the appropriate written consent for use of such materials. Further, the advertiser and/or advertising agency agrees to indemnify and holds harmless the publisher from claims, injury, liability loss or expense of any nature arising out of such publication damages or loss.

Brooklyn Pride, Inc. reserves the right not to accept an advertiser's order. Only publication of an advertisement shall constitute final acceptance of the advertiser's order.

The publisher is not bound by any conditions or instructions, printed or otherwise which conflicts with provisions of this contract. This contract shall be bound by the laws of the State of New York.

**SUBMISSION DEADLINE May 4<sup>th</sup>, 2012  
PAYMENT MUST ACCOMPANY  
SUBMISSION – NO EXCEPTIONS**

**Attention: LOCAL GROUPS and ORGANIZATIONS, TESTIMONIAL ADS ARE WELCOMED AND ENCOURAGED!**

**2012 Pride Guide  
Advertising Specifications & Rates**

Full Page	7 7/8 x 9 7/8	\$600
Page 3	7 7/8 x 9 7/8	\$800
1/2 Page Vertical	3 3/4 x 9 7/8	\$350
1/2 Page Horizontal	7 7/8 x 4 7/8	\$350
1/4 Page Vertical Only	3 3/4 x 4 7/8	\$200
1/8 Business Card	3 3/4 x 4 7/8	\$125

All ads must be camera ready. Logos must be in .pdf, .jpg, .png or .tiff format with a resolution of a minimum of 300 dpi. Placement of ads is at the discretion of the Publisher. Publisher must approve special placement requests in writing.

**80 LBS. Color (K+ 1PMS) Covers  
Bleed 8 7/8 x 10 7/8**

Back Cover	Semi Gloss	\$1,875
Front Inside Cover	Semi Gloss	\$1,175
Back Inside Cover	Semi Gloss	\$1,175

Brooklyn Pride Street Banner Display	\$375
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Rotating Banner on Brooklyn Pride's Website and MySpace Page (Supplied)	\$50
Rotating Banner on Brooklyn Pride's Website and MySpace Page (Created)	\$125

**CONTRACT INFORMATION**

Business Name:

Contact:

Address:

City: State Zip

Phone:

Fax:

Email:

Website:

Signature of Partner:

Date:

Signature of BP Rep:

Date:

**AD INFORMATION**

Size:

Cost:

Specific Placement (Add 20%):

**MAIL COMPLETED FORM  
WITH FEES TO:**

Brooklyn Pride, Inc.,  
P.O. Box 150508—Brooklyn, NY 11215

