



QUEST

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800-578-3785 or email editor@quest-online.com

Wisconsin PrideFest Special Edition



The Official PrideFest® Pride Guide 2010

Rates and Advertising Specs

- PrideFest is Wisconsin's largest LGBT event!
- Distribution of the Pride Guide statewide in Wisconsin plus Minneapolis/St. Paul and Chicago markets.
- Last year's PrideGuide was such a hit with color and glossy paper, we are repeating it again a fourth year, printed 8 1/2" by 11"
- Very affordable ad rates that are an outstanding value. Best of all, no price increase for color ads! **2008 Pricing!!!**
- The PrideFest Pride Guide is the largest print run of any LGBT publication all year.
- Color ad space is limited and on a first come first served basis. Reserve your space today. (Some limited B/W advertising may become available)
- **NEW!** Pay for your ad with Visa/Mastercard Discover or AMEX

ORDERS MUST BE PLACED AND PAID FOR BY MAY 3

2010 PrideFest® PRIDE GUIDE ADVERTISING RATES

Although paper prices have dramatically increased, our printer worked with us to keep our color ad prices the same as 2008! (TwoYears Ago)

Full Page Color on glossy coated stock **\$750.00**

Full bleed ads fill the entire page without border. Finished ad is 8.5w x 11h, however ad must be set up with a 1/8" extra margin all around for bleed.

Half Page Color Process on coated stock **\$375.00**

Ad dimensions are 8.25w x 5.35 Full bleed is not available.

1/3 Page Square Color Process on glossy coated stock **\$250.00**

Ad dimensions are 4.95w x 4.79 Full bleed is not available.

1/3 Page Long Color Process on glossy coated stock **\$250.00**

Ad dimensions are 7.5w x 3.15 Full bleed is not available.

1/4 Page Vertical Color Process on glossy coated stock **\$200.00**

Ad dimensions are 3.65w x 4.79 Full bleed is not available.

1/4 Page Long Color Process on glossy coated stock **\$200.00**

Ad dimensions are 7.5w x 2.35 Full bleed is not available.

1/8 Page Full Color "Biz Card" size ad An outstanding value at **\$100.00**

There will be fewer if any b/w pages available in this year's guide as we try to go color throughout the book. You may still request to reserve a B/W ad in one of the three sizes below, but we can not guarantee space will be available until the first week of May. If you request a B/W ad and it is not available, we will substitute with a color ad at the color price. For this reason, your ad must be submitted in both a B/W and Color version.

Half Page B/W horizontal on glossy coated stock **\$275.00**

Ad dimensions are 7.5w x 4.79 Full bleed is not available.

1/3 Page Long B/W on glossy coated stock **\$185.00**

Ad dimensions are 7.5w x 3.15 Full bleed is not available.

1/4 Page Long B/W on glossy coated stock **\$140.00**

Ad dimensions are 7.5w x 2.35 Full bleed is not available.

Ads should be provided as either a Photoshop file with the layers flattened or as a PDF. If you need us to create your ad, we can do so for an extra charge.

FULL PAGE
COLOR or B/W
FULL BLEED AD

**Finished size is
8.5 wide x 11 high**

**You must make the ad
1/8 inch larger on all sides
for the bleed.**

Create ad 8.75w x 11.25h

**Your background image should
extend the full area of the ad.**

**Keep your text inside with a
safety margin of 1/4 - 1/2 inch all around.**

Text safe area would be no larger than 8" x 10.5"

HALF PAGE FULL COLOR AD

**Finished size is
8" wide x 5" high**

1/4 PAGE

LONG

7.5 wide

2.35 high

**1/4 PAGE
VERTICAL**

3.7 wide

4.79 high

**BIZ CARD
IN FULL COLOR!**

1/8 PAGE

3.7 wide X 2.35 high

**1/3 PAGE
SQUARE
4.95 wide
4.79 high**

**1/3 PAGE LONG
7.5 wide
3.15 high**

Call Mark with your questions???

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