

The OFFICIAL Guide to BOSTON PRIDE

boston prideSM

The Official Boston Pride Guide 2011

The Rainbow Times is the **OFFICIAL 2011 Boston Pride Guide** designer & producer. This glossy-covered magazine will be the go-to source for all official Boston Pride-related information, events, performances, activities, etc. **This official guide has the lowest rates around and is the only one that gives back to Boston Pride.** Your ad makes a difference!

The Official 2011 Boston Pride Guide will be available throughout Boston Pride week at numerous venues, events and at the Boston Pride rally. It will also be inserted into each issue of *The Rainbow Times*, which has an estimated readership of 65,000 throughout New England.

The Rainbow Times ... The Freshest LGBT News in New England!

**COMING
June 2nd!**

The Rainbow Times
The Freshest Lesbian, Gay, Bisexual and Transgender Newspaper in New England

Advertising Rates 2011

Glossy Page Rates (All full color)

Inside Front Cover	\$2400
Inside Back Cover	\$2400
Back Cover	\$2900
Inside Full Page	\$1700

Glossy Page Reservation Deadline: April 31, 2011

Camera-Ready Ad Deadline: May 2, 2011

Inside Page Rates

Full Page Color	\$750
Full Page B&W	\$675
Half Page Color	\$425
Half Page B&W	\$375
Quarter Page Color	\$225
Quarter Page B&W	\$195
Eighth Page Color	\$199
Eighth Page B&W	\$175

Reservation Deadline: April 31, 2011

Camera-Ready ad Deadline: May 2, 2011

Specs & Mechanics

Full page with bleed (glossy pages only)

Size: 8.25 w x 10.25 h

Full page (non-glossy/no bleed)

Size: 7.5 w x 10 h

Half page (non-glossy/no bleed)

Size: 3.8 w x 10 h (vertical) or 7.5 w x 4.92 h (horizontal)

Quarter page (non-glossy/no bleed)

Size: 3.8 w x 4.92 h

Eighth Page

Size: 3.8 w x 2.43 h

All files:

Resolution: 300 dpi

File Format: jpeg or .pdf

Ad reservation, Ad Upload & Payment

For your convenience and our contribution to help create a greener environment, all ads may be reserved, uploaded and paid for through our secured online server.

Premiere placement is available on a first-come first-serve basis.* Please contact us for more information.

Payment deadline: May 15, 2011

If you are unable to pay online, please send all checks by the payment deadline to:

The Rainbow Times
351 Pleasant Street, #322
Northampton, MA 01060

* TRT reserves the right not to publish ads that have not been paid for or received by deadline.

**FMI: www.TheRainbowTimesMass.com
sales@TheRainbowTimesMass.com or 617-444-9618**

**The Official Guide to Boston Pride
is proudly produced by ...**

The Rainbow Times
Your LGBTQ News in Massachusetts, Rhode Island, Connecticut & Vermont

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